

RHEA CHALLITA

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Nationality: American

PERSONAL PROFILE

Creatively inspired, data driven mind set with a high organizational skill set. Ability to adapt to different cultures with a possession of problem solving analytical and interpersonal skills.

WORK BACKGROUND

LEVEL BY TONI BREISS

LEBANON - FRANCE

EVENT & MARKETING COORDINATOR

OCT 2018

- Proposed ideas and created event concepts.
- Presented proposal presentations by deadlines.
- Planned, executed and coordinated all events.
- Managed budgets for clients requirements.
- Coordinated event entertainment.
- Marketing creating effective advertisement for every event.

BVLGARI

ITALY

DIGITAL LUXURY MARKETING

OCT 2017- OCT 2018

Designed and executed communication concepts and plans focused on generating tangible business results and brand image and awareness. The objective was to support Bulgari in developing a social media strategy and editorial to tell its unique heritage and excellence.

AMERICAN CONSULTANT OFFICE

UNITED ARAB EMIRATES

MARKETING COORDINATOR

JUNE 2015-OCT 2017

- Created, optimized and delivered marketing content.
- Schedules and presides over preliminary meetings with clients, collects all necessary information.
- Support the marketing department by scheduling and organizing the creation of website content.
- Plan and managed meetings, events, conferences and trade shows by identifying and coordinating requirements.

SOFIL CATERING

LEBANON

INTERNSHIP

SEP 2014-FEB 2015

- Take over content creation for all of our company social media accounts, including organizing cross-platform content strategies
- Develop new social media campaigns from the ground up, considering our clients' needs and their specific industries
- Monitor social channels for trending news, ideas and memes, then capitalize on those trends through our social media account.

MERCEDES - BENZ

LEBANON

INTERNSHIP

OCT 2013-MAR 2014

- Overseeing and developing marketing campaigns.
- Conducting research and analysing data to identify and define audiences.
- Devising and presenting ideas and strategies.

ACADEMIC ATTAINMENT

NABA - DOMUS ACADEMY

ITALY

MASTERS IN LUXURY BRAND MANAGEMENT

October 2017 - October 2018

NOTRE DAME UNIVERSITY

LEBANON

BACHELOR OF ARTS IN MARKETING

September 2012 - June 2015

LYCEE LOUIS MASSIGNON

UNITED ARAB EMIRATES

HIGH SCHOOL - BACCALAUREATE SCIENTIFIQUE

September 1997 - June 2012

LANGUAGES

- English
- French
- Arabic
- Spanish

SKILLS

- Neat and well-organized
- Motivated by problem solving
- Independent worker/Teamwork
- Computer skills
- Time Management