

# Sally Itani

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## OBJECTIVE

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Seeking a challenging position in a progressive organization that offers opportunities for advancement and where my skills can be employed and developed.

## PERSONAL SKILLS

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- Strong analytical, organizational and planning skills
- Highly motivated, detail-oriented and well organized
- Ability to work productively
- Teamwork and good communication skills.

## EDUCATION

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2006	<b>BUSINESS &amp; COMPUTER UNIVERSITY COLLEGE (BCU)</b> <i>Bachelor's degree in Banking &amp; Finance</i>	Beirut, Lebanon
2002	<b>CADMOUS COLLEGE</b> <i>Baccalaureate certificate in life science</i>	Beirut, Lebanon

## EXPERIENCE

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Feb 2008-Present	<b>Med k&amp;k (Advertising &amp; Marketing agency)</b> <b>Account Director</b> <ul style="list-style-type: none"><li>• Setting strategies and developing strategic media plans and comprehensive presentations as per client target and brief.</li><li>• Analysis of each key brand and supervising concept flows from inception till final print in accordance with pre-set advertising, marketing, media, production and financial guidelines for some of the accounts.</li><li>• Prepare Media briefs</li><li>• Took care of Numerous V.I.P client accounts such as Mango, Azadea Group, GGI, Land Mark, Antoine Hakim, Virgin Megastore, Himo Jewellery, Tabet Group .... Ect</li><li>• Negotiate contracts and close agreements</li></ul> <b>Media Executive</b> <ul style="list-style-type: none"><li>• To execute media plans and follow up with suppliers.</li><li>• Maintaining relationship with clients</li><li>• Prepare added value for clients</li><li>• Market research</li></ul>	Beirut, Lebanon
2007 - 2008	<b>C- Impex (Import &amp; Export)</b> <b>Assistant General Manager</b> <ul style="list-style-type: none"><li>• To follow up with suppliers and other parties outside Lebanon.</li><li>• Market research</li><li>• Research for new products</li><li>• Reporting to General Manager</li></ul>	Beirut, Lebanon

2002-2006

**Art Group “Fashion Company “**

Beirut, Lebanon

**Marketing and advertising coordinator from 28/4/2002 till 1/2/2004**

- Handle customer objective and complains
- Enhanced customer service.
- Set up advertising campaigns, contacts with the media and following up.
- Keeps careful sales records and researches competing businesses

**Assistant General Manager**

- Coordinate with the suppliers in (Paris, Milan,& Spain)
- Coordinate with the supervisor of the shops.
- Reports and managing the staff in the shops

**SKILLS AND ACTIVITIES**

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- Languages: Fluent in , English & Arabic
- Computer literacy: Microsoft office [MSWord, PowerPoint, Excel, Outlook] .
- Hobbies: Basket Ball, Travelling and Social Activities.

**REFERENCE**

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Available upon request