

RACHELLE BOU MELHEM

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PROFESSIONAL EXPERIENCE

REIGN BEAUTY SALON (Lebanon)

Co-founder, Operations and Business Development — Oct. 2016 – Present

- Achieved a 49% increase in gross profit for 2018: reporting financial data and creating effective action plans
- Led & developed brand identity, positioning and consumer communication across all channels
- Assisted in market research to select prime location & helped develop pricing model to ensure competitive advantage
- Led prime business development negotiations of the biggest revenue generators, bringing on board 2 big partners
- Managed & built stakeholder relationships (board, team, internal and external partners)
- Set up hiring flow and ramped up efforts to optimize smooth onboarding process for new joiners
- Built an efficient customer experience flow on ground and on all digital touch points
- Led marketing & social media activities from ideation to execution (Mother's Day, Christmas market etc.)

ELEVATE IMPACT ACCELERATOR, ALTCITY IMPACT X UNICEF (Lebanon)

Marketing Coordinator — Nov. 2016 – Sep. 2017

- Collected 250+ applications (startup teams) from across Lebanon with ideas to solve 7 critical social challenges
- Partnered with various startup hubs and social enterprises to create awareness on challenges
- Planned & organized various startup sprints (visuals, floor plan, partnerships, social media coverage etc.)
- Created & monitored social media campaigns through HubSpot across multiple platforms

OROTON GROUP, OROTON (Australia)

Assistant Manager — Apr. 2016 – Aug. 2016

- Budgeted labor hours & prepared employees schedule (team of 15 staff members)
- Managed stock organization and followed up on coordination & visual merchandising
- Built an efficient customer experience flow on ground and achieved a 100% score on mystery shopper report

AZADEA GROUP, ZARA (Lebanon)

Assistant Manager 1 — Dec. 2013 – Oct. 2015

- Generated the budgeted hours vs labor hours needed for the employees schedule
- Followed up on coordination & visual merchandising
- Communicated with the Spanish commercial manager in HQ & conducted orders
- Prepared market analysis & seasonal action plans (operations & commercial)

Assistant Manager 2 — Aug. 2012 – Dec. 2013

- Conducted trainings and workshops (team of 50 staff members)
- Coordinated the shipments' receiving (average 8k units/week) & stock organization
- Built a sales and customer experience flow and trained the team to ensure it was adopted

EDUCATION & SKILLS

Lebanese American University, BS in Business Studies with an emphasis in Marketing — Beirut, Lebanon Summer 2013
Fluent in English and Arabic. Basic in French.

INTERESTS

Traveling, volunteer work & skiing