

BEAUTY BOU MELHEM

Beirut, Lebanon | beauty.boumelhem@gmail.com | Tel: +961 71 143030 | Australian - Lebanese

PROFESSIONAL EXPERIENCE

REIGN BEAUTY SALON (Lebanon)

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

- Achieved a 49% increase in gross profit for 2018: reporting financial data and creating effective action plans
- Assisted in market research to select prime location & helped develop pricing model to ensure competitive advantage
- Led key business development negotiations with strategic partners, both being #1 in the region in their field
- Managed all internal and external stakeholder relationships (board, team, strategic partners and suppliers)
- 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 & PR activities from ideation to execution (celebrity partnerships, Mother's Day, Christmas market etc)

BEAUTY'S LAB (UAE)

Founder — Sep. 2012 – Mar. 2015

- Provided personal brand consultancy for key media figures, diplomats and royals in the GCC
- Traded pre owned luxury goods (shoes, bags, accessories and jewellery)
- Achieved sales worth \$1.5 million+ of high end jewellery brands
- Developed market entry strategies focusing on key partnerships to unlock markets and potential clients
- Secured 15 VIP clients through white glove service in the region and led 300 commercial clients annually

HARIZ ME (UAE)

Business Development Manager — Sep. 2012 – Feb. 2013

- Secured & overlooked key clients & events: Ferrari World Abu Dhabi (\$15 million), Ministry of Culture, Youth and Social Development (\$5 million), Etisalat Telecommunications (\$3 million), Chaumet (\$0.5 million), etc

B-BEAUTIES (UAE)

Founder — Jan. 2007 – Aug. 2012

- Conceptualized and overlooked events in various fields (fashion, F&B, real estate, production etc,) across the GCC
- Developed and led marketing and business development strategies (starting \$500k budgets)
- Planned, executed and coordinated weddings across the GCC and ME (starting \$200k budgets)

I-MATE (UAE)

Marketing Executive — Feb. 2005 – Dec 2007

- Took part of the team leading all product & campaign launches across markets in the Middle East. Responsibilities included liaising with country managers, ensuring brand consistency, operational excellence, PR engagements, social media strategy & customer lifecycle.

EDUCATION & SKILLS

American Hospitality Academy, Hospitality Programs — **Orlando, USA - Summer 2003**

Lebanese American University, BS Hospitality & Tourism Mgmt. emphasis in Mktg. — **Beirut, Lebanon - Summer 2005**

Fluent in English and Arabic. Basic in French.

INTERESTS

Cooking. Hiking. Charity & Volunteering (Auxilia, Catering activities).