



# ELIANE ASSY

Marketing Graduate | SED EL BOUCHRIEH, LEBANON | +96179172834

## DETAILS

EDL Street, Tanios Saade Bld, 3rd Flr,  
Sed El Bouchrieh, Lebanon  
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[eassy25@gmail.com](mailto:eassy25@gmail.com)

### DATE / PLACE OF BIRTH

07/07/1997

Akoura

### NATIONALITY

Lebanese

## SKILLS

Stress Management

Conflict Resolution and Negotiation  
Training

Foundations for Success Workshop

Managing Multiple Priorities, Tasks,  
and Deadlines

Microsoft Office (Word, Excel, Power  
Point)

Wordpress

Maximizer

## LANGUAGES

Arabic

French

English



## PROFILE

Trilingual, energetic, fresh marketing graduate, who is intelligent, hungry to learn, with proven and tested skills including people, written and verbal communication, organization and coordination, administration, research, and analytics.



## EMPLOYMENT HISTORY

### Intern at UNESCO, Social and Human Sciences department

January 2021 – Present

- Research information and literature on social inclusion to feed into program documents
- Translate and edit program documents
- Draft communication material and meeting minutes including inter-sectoral and inter-agency coordination.

### Sales Associate at The Body Shop, Cityamll, Nahr El Mot, Metn

November 2017 — September 2019

- Became in charge of the store and employees in the manager's presence and absence when juggling two different branches.
- Created, assisted in the creation, and implemented store strategies to attract potential prospects when challenged with low footfall.
- Built unique long term customer relationships by guaranteeing outstanding customer service, handling customer's queries, and mastering customer appreciation.
- Created a personal store clientele database and informed clients personally of promotions, sales, and new product launches.
- Created a fun, informative, and interactive in-store experience for both my colleagues and my clients.
- Achieved weekly, monthly, and quarterly targets by increasing store sales through up-selling and cross-selling to increase ATV and/or UPT and by performing required layout changes to interest customers in new products, reduced-price items, or accessories that complement their purchase.
- Processed automated clerical reports and paperwork, assisted in analyzing numbers to evaluate store performance, and sent weekly feedback to operations after checking the competition to assess the effects of micro and macro environment factors on factual sales.

In addition, I was encouraged by my line manager and my area manager to apply to the skincare specialist title promotion for superior product knowledge and interest. I was offered to be solely in charge of one of the branches. Also, a "be Alshaya Values Award Card" was submitted in my name by my line manager for "the special care and dedication I showed to my colleagues or customers."

### Sales Associate at Lifestyle - Centrepont, Citymall, Nahr El Mot, Metn

May 2017 — November 2017

- Became the person in charge of the Lifestyle department in the absence of my superior.
- Arranged and changed displays of merchandise to feature new styles, attract customers, and increase sales.
- Resolved conflicts calmly using exceptional problem-solving and interpersonal skills.
- Was responsible for restocking shelves, racks, and bins with new products and promoted special items and changed signage.

Moreover, I was awarded the **WOW - Ways of Winning** for the months of June and September 2017 for excellent performance, drive towards exceptional customer service, enthusiasm, and interest in service. As well as being offered the position of Visual Merchandiser in action for all Lifestyle departments in branches shortly after being hired.

### Marketing Intern at the International Consulting and Training Network - ICTN, Jdeideh, Metn

November 2016 — February 2017

- Researched topics including conducting social media study.
- Moderated the online community.
- Published website marketing material such as public workshops calendar.
- Assisted with talent acquisition and outsourcing through a profile and résumé screening, filtering and matching over social media platforms, and recruitment platforms.
- Increased awareness of the firm's upcoming workshops through telemarketing to past and potential clients.

Furthermore, by the end of my internship, I had not only gained insight into business development, but I was also offered a job at ICTN. In the words of ICTN's managing partner "Eliane Assy is intelligent, keen to learn, and strong in research."

### Freelance Author at Radio One, Beit Mery, Metn

August 2016 — January 2017

- Wrote and published the latest news and updates about different topics and trends regarding celebrities, technology, lifestyle...
- Sourced pictures for articles.

## EDUCATION

### Graduate Studies (in progress): Lebanese University, Faculty of Social Sciences, Rabieh, Metn

November 2020 — Present

Professional Masters in Engineering Social and Cooperative Economic Projects

### Bachelor of Arts, Arab Open University, Antelias, Metn

October 2017 — June 2020

Business Administration with Marketing Emphasis

### High School Diploma, Lycée Officielle des Filles, Jdeideh

October 2012 — May 2015

Lebanese Baccalaureate - Sociology and Economics section

## REFERENCES

### Ali Zaiter, Store Manager, Al Shaya

Ali.Zaayter@outlook.com | +96170265514

### Dr. Yara Abdallah, Director, Arab Open University

yabdallah@aou.edu.lb | +9613775733

### Cathryn Gaspar, Former Owner, Radio One

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