

NISRINE ABI KHEIR

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EDUCATION

Diploma

Arab Open University <i>Bachelor of Science, Business Marketing</i>	Lebanon 2009-2012
Lycée Laure Moghaizel <i>Lebanese Baccalaureate, Sociology & Economics</i>	Lebanon 2007-2009

Continuing Education

Lebanese American University <i>Shopper Marketing Strategies</i>	Lebanon 2017
Lebanese American University <i>Strategic Marketing Management</i>	Lebanon 2016

EXPERIENCE

Layers S.A.R.L. – Key Account Manager **July 2013-Present**

- Portfolio of clients handled: **Mars, Twix, Galaxy, Snickers, M&M's, Wrigley's, Nana, Garnier, Al Fakher Tobacco, Pringles, Bahlsen, Sensodyne, Panadol, Voltaren & McVitie's.**
- Develop in-store visibility plans in coordination with local distributor's management; and follow-up to achieve timely & effective implementation.
- Initiate & develop annual marketing plans as per the strategy & guidelines set and agreed with direct management and regional marketing team; follow-up on implementation; and report back progress & any recommendations to change or amend.
- Play a central role in steering Key Account Management in coordination with respective distributor's management; with aim to continuously improve share of shelf vs. competitors and to amplify impact of product visibility on consumers.
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors.
- Leverage technical tools and quantitative data to manage campaigns to success, high customer satisfaction and renewal.
- Responsible for keeping current clients satisfied and delivering exceptional client service on a day-to-day basis.
- Responsible for working with the Sales team to onboard and integrate new clients and developing existing client relationships.
- Prepare campaign insights reporting, including analysis and research.
- Manage weekly campaign status documents for review.
- Work closely with finance division on billing set up and invoicing.
- Manage customer activity with CRM tools for maximum efficiency and visibility, with carefully executed follow-up to closure on open issues.
- Focus on ensuring we maintain superior customer service levels, operational excellence and strategic insight.

Freshminds S.A.L (Startup F&B Company) – Business Development Executive **Jan 2012-July 2013**

- Developed F&B concept and supervised on-ground execution and implementation of the identity.
- Structured an operational framework that organized the process flow and monetization of the concept.
- Institutionalized financial monitoring by developing budget optimization and implemented best procurement practices.
- Created an integrated strategic marketing plan and social media strategy.
- Designed an employee incentives and rewards framework to improve performance and reduce turnover.

PROFESSIONAL SKILLS & INTERESTS

- **Specialties:** Conceptualizing, marketing development, marketing consultancy, brand development, BIC execution, time management, implementation and execution.
- **Languages:** English (Fluent), French (Fluent) & Arabic (Fluent).