



Mélissa Abi-Saleh

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Nationality: Lebanese

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PROFESSIONAL EXPERIENCE

Les Affichages Pikasso s.a.l

Beirut, Lebanon

September 2016 – November 2019

Account Manager / Business Development

- Developing and maintaining current customer relationships by providing excellent communication and after sales follow up with clients.
- Acquiring new clients through researching, contacting and meeting with prospects
- Providing tailored outdoor advertising solutions to clients and media agencies.
- Achieving the company's sales targets by promoting and selling company's networks to current and prospective clients.
- Analyzing statistical reports of the advertising market to track and act to the market fluctuations.
- Performing a market study on a weekly basis to monitor the clients' needs and to keep up with our competition and stay updated about their activities

GlobeMed Ltd

Sin El Fil, Lebanon

August 2015 – August 2016

Senior International Account Executive

- Represented clients of the International Health Service Division and supporting them in achieving their business needs with a view to maintaining a high standard of client relations.
- Supported the division's Marketing and Business Development efforts to achieve business targets, in conducting competitive analysis and research.
- Prepared marketing plans and presentations, and building relationships with existing clients and future prospects.
- Serving as subject matter expert on all products and services offered, and ensuring products are ahead of the curve.

PIDRAYA s.a.l (Social Enterprise)

And HOME MAGAZINE

Naccache, Lebanon

May 2014 – August 2015

Project Coordinator | Account Executive

- Took part in developing CSR (Corporate Social Responsibility) campaigns for clients and company.
- Promote sustainable development via CSR trainings, workshops and media etc.
- Met with potential prospects to discuss their business needs (for both Pidraya & HOME Magazine)
- Planned & negotiated with clients and media agencies details of their campaigns
- Developed internal marketing strategies
- Handled budgets, managing campaign costs, invoicing clients & reporting.

Abbout Productions SAL

Beirut, Lebanon

April 2012- May 2014

PR/Project Coordinator

- Fund raising for Lebanese films.
- Introducing and launching films in markets, festivals and media.
- Coordinating directors, actors, producers' affairs and relationships.
- Developing advertising and PR campaign for films

PROFESSIONAL TRAINING & INTERNSHIPS

- **InterContinental Phoenicia Hotel** February 2012 – March 2012
Beirut, Lebanon
Trainee in the HR department
- **Regency Palace Hotel** June 2011 – December 2011
Beirut, Lebanon
Internship in the HR department
- **Internship Program** Spring 2008
Lebanon
University training program
University training program in "Deir El Salib" - "Garderie Claire Maassab" - "Felouk" - "Zawrak"

EDUCATION

- Bachelor of Arts (B.A) in Work and Organizational Psychology** 2007 – 2011
Saint-Joseph University, Lebanon
- Lebanese Baccalaureate (Socio Economics)** June 2007
Saint Coeur Sioufi
- ✚ **Other Trainings & Workshops:**
 - TMI/TACK Middle East - Client Servicing Beirut – January 29 2015
 - TMI/TACK Middle East - Time management Beirut – July 1st 2014
 - TMI/TACK Middle East - Behavioural Styles & Effective Communication Beirut – July 2nd 2014

TECHNICAL SKILLS

- Proficient in the use of: Google services / Social media /MS-Office - (Word/Excel/PowerPoint)

LANGUAGES, EXTRA-CURRICULAR INTERESTS & ACTIVITIES

- Proficient in Arabic, French & English: Spoken, Read & Written. Fair in Spanish
- Reading, Painting