

Dana N. Nasrallah

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Telephone +961-3-508019 Lebanon
Nationality Lebanese, born in Kuwait
Date of Birth 04 October, 1984

Looking forward to join a dynamic environment where I can utilize my skills and experience on system and events' operations, which provides a very good opportunity for career growth specifically in the event management field and third-party communication.

WORK EXPERIENCE

Apr 2018 –Present **KAOS Event Architecture & Creative Beez Wedding Planner** **Lebanon**
Freelancer - Project Manager
Event Operations

- Develop, produce and deliver projects from proposal right up to delivery
- Set, communicate and maintain timelines and priorities on every project
- Communicate, maintain and develop client relationships
- Meet with potential new clients
- Prepare presentations and come up with creative new ideas (details oriented)
- Prepare quotations, production lists and schedules for the events
- Scout for new venues, suppliers and vendors
- Meet with all suppliers (food catering, bar catering, florist, entertainment companies, furniture, sound and light, photo/video, etc....)
- Come up with entertainment ideas suitable for each wedding/event
- On site management and coordination including regular on-site visits
- Lead the full coordination team during wedding/events

Feb 2014 – Feb 2018 **Freelancer** **Lebanon**
Project Management

I work as a Project Manager for different events varying from corporate to weddings.

Major projects accomplished (from recent to old):

- TAKREEM 2017 Awards Ceremony. I occupied the role of External Relations at TAKREEM 2017 that was held in November in Amman, Jordan. I have worked on a 3 months project basis on TAKREEM annual Awards Ceremony managing the floor operations, transportation, Selection Committee and Winners communication and coordination. In addition to that, I managed the pre-production reports of the winners
- Managing the floor and stage operation of the Most Luxurious Single Malt Whisky; "The Macallan" at The Villa - Dbayeh
- I have managed the operations of a big wedding in Kuwait; the wedding of the daughter of Sultan family, owners of The Sultan Center (TSC)
- Launching of J2 Vodka in Saint Georges Hotel in Beirut
- Launching of Eden Rock Resort in Lancaster Plaza Hotel in Beirut
- "U Transform Today" Event Campaign with Absolut Vodka in Beirut

Scope of Work

- Set an action plan for the event and divide the tasks among the team members
- Set and manage the schedule of the event and maintain an adequate running order of it
- Get competitive quotations from different supplier (printing, furniture, venue, F&B, flowers, outfits, entertainment etc...)
- Follow up on the production list to make sure the material will be delivered on time
- Supervise the installation and dismantling of all the branded material, furniture, equipment, etc...
- Handle and manage the dispatching of the invitations with the supplier (courier companies)
- Handle and manage the hostesses and brief them of each event requirement
- Coordinate with the entertainers of each event to respect the running schedule of the event and to set everything on time

Feb 2014 – Aug 2017	Soutique Founder & Owner	<u>Lebanon</u>
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Soutique is a women's fashion boutique that serves the trendy/funky ladies.

- Travel regularly to choose the items of the new collection ie “Purchasing”
- Daily and regular sales operations & visual merchandising of the store
- Design and customize a line of clothes and accessories
- Deal with the customers to maintain a smooth relationship with them
- Handle the social media platforms of the boutique to keep our clients and fans up-to-date

Jan 2009 –Feb 2014	<u>TAKREEM Initiative</u> Project Manager	<u>Lebanon</u>
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TAKREEM Initiative is an awards platform that honors Arab Achievers throughout the entire world in nine different categories. The pinnacle of this platform is an annual awards ceremony held each year in a different Arab country encompassing minimum 500 invitees, which is usually broadcasted on at least 4 regional and international TV channels. I have been part of 4 annual TAKREEM Ceremonies where the first ceremony was held in Beirut, Lebanon, the second one in Doha, Qatar, the third event in Manama, Bahrain, and the last ceremony took place in Paris, France.

- Plan, organize and execute the annual TAKREEM Awards Ceremony:
 - Meet and set the deal with the party that hosts the event which is a governmental institution usually, Ministries of Culture precisely
 - Set the deals with the hotels, national carriers and transportation companies
 - Hire and brief an event management company then coordinate with them for smooth running of the logistics process
 - Work on the event planning in terms of the stage set design decoration, technical crew (director, producer, floor manager, sound engineer, light designer, photographers and cameramen) invitees' guest list, seating plan, center tables' decoration and table plan, catering, menu choice, on-site branding, etc...
 - Hire people for the event entertainment – usually a group of singers - and coordinate with them in terms of the songs' choice and technical aspects
 - Secure and ensure the presence of all the winners during the ceremony
 - Supervise the small reportages done about each of the winners and the grand reportage done about TAKREEM including gathering the rushes and material from the respective parties
 - Supervise the booklet produced each year about the ceremony and its content

- Work on the ground in the backstage while the ceremony is running
 - Coordinate with the Master of the Ceremony and her image consultant to secure the outcome of her look
 - Contact VVIPs and inviting them to the Ceremony
- Build and coordinate the contact with the International Jury Board Members composed of minimum 12 very high caliber members from the MENA region and Europe
 - Build the initial communication and contact with the Selection Committee Board composed of minimum 60 members from various backgrounds and nationalities
 - Plan, organize, coordinate and execute the International Jury Board Reunions, held usually in Paris, gathering the prominent figures on board. The tasks vary from securing the presence of the members, their logistics, nomination files, technical set-up (conference call machines, screen projectors, sound and light equipment), etc....
 - Organize and execute the closed circle dinner held after the Jury Reunion in Paris for 150 VVIPs from all around the world in terms of the invitees, seating plan, center tables, menu tasting and choice, presentation etc....
 - Plan, organize, coordinate and execute Selection Committee Meetings for minimum of 35 members which are usually held in Lebanon. The tasks vary from researching the nominees to checking their candidature eligibility, the meeting agenda, logistics, catering, filming, onsite branding, etc....
 - Pitch for sponsorships and customize the offers and packages
 - Coordinate with the lawyer regarding all contracts that needs to be drafter with 3rd parties and sponsors
 - Set the Awards Ceremony budget breakdown
 - Set the action plan of the Initiative and divide the tasks among the employees in different departments
 - Organize and execute press conferences in all its aspects including the media kits and reception

External Relations Manager

- Assist in the organization and execution of the annual Awards Ceremony
- Coordinate between TAKREEM offices and all third parties the likes of the candidates, Selection Committees, International Jury Board Members, Sponsors, PR Agency, Graphic Design agency, etc....
- Build direct communication with the candidates who applied or got nominated to TAKREEM; along with conduct research about their achievements and profiles
- Organize Selection Committee Meetings, Jury Board Reunions and Press Conferences
- Build contacts with media representatives and ensure a smooth relationship with them
- Interview and hire employees for open job vacancies

Liaison Executive and External Relations Executive

- Assist with the smooth running and progress of the project
- Assist other departments with whatever research needed
- Build and maintain positive relationships between the employees, departments, client representatives, and all affiliated members of the corporation
- Execute workable implementation plans
- Write reports and business correspondence
- Pitch for affiliation partnerships
- Prepare for Press Conference
- Build media relationships

Jun 2006–Sep 2008

Global Retail Offshore

Lebanon

Marketing Consultant & GM Personal Assistant

- Handling the accounts of clients by implementing Marketing Plans
- Handling the accounts of clients by implementing Marketing and Business Plans
- Maintaining corporate standards & insuring client satisfaction
- Conducting Desk Research and Marketing Research
- Assisting the GM in all office and administrative matters i.e. clerical work

Marketing Coordinator & Purchasing Officer

- Plan & Implement internal marketing strategies & campaigns
- Set goals & objectives of marketing procedures
- Build contact with external & internal suppliers (print material, business cards, signage...)
- Carry out market studies, surveys & research
- Manage the marketing material (production, archive & distribution)
- Prepare & send the purchase order forms of office supplies (consumables –stationery)
- Prepare & negotiate a competitive purchasing contract
- Receive, distribute & archive relevant office supplies system.
- Setting a promoting system, short-listing internal qualified and skilled candidates to be promoted to higher positions

Summer 2004

**Bank Audi
Trainee**

Lebanon

- Customer Services Operations
- Over-the-Counter Operations (Teller)

EDUCATION

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| • Notre Dame University
Bachelor of Arts in Advertising and Marketing | Lebanon | 2002-2006 |
| • International School Al Koura
Third Secondary (Bacc II) Socio-Economics | Lebanon | 1988-2002 |

LANGUAGES AND QUALIFICATIONS

Language	Spoken	Read	Written
English	Fluent	Fluent	Fluent
Arabic	Fluent	Fluent	Fluent

System and Tools

Windows, Microsoft Office. Computer and technology friendly user

- Excellent communication skills: Oral presentations
- Aggressive and competitive: Self driven to succeed, hard worker, energetic and cooperative team worker
- Interact freely with diverse social and educational groups

**** Honor list student for 6 consecutive university semesters**