
EDUCATION

Notre Dame University (NDU) | Zouk Mosbeh, Lebanon

Sep 2015 – May 2019

- Bachelors in Hospitality Management, with an emphasis in Food & Beverage Management
- Dean's list: Fall 2016 and Spring 2017

Saint Joseph School | Cornet Chahwan, Lebanon

Sep 2000 – May 2015

Lebanese Baccalaureate in Social Sciences (Core Economics and Sociology)

WORK EXPERIENCE

Dar El Beik Restaurant Group – Sales and Marketing | Lebanon

June 2015 – Present

- Redefined the restaurant's sales strategy by diversifying into digital platforms (e.g. Zomato) whilst also reinforcing traditional channels. This led to a 11% increase in total revenue y.o.y.
- Enhanced customer experience by integrating touchpoints and feedback loops throughout the customer journey. This included follow-ups, cold calling and CX surveys.
- Planned and project managed the set-up of the Zouk branch, including sales and marketing operations

United Nations Development Program – Internship in Finance Department | Lebanon

Jan 2019 – April 2019

- Handled budget allocations for different UNDP projects.
- Maintained spreadsheets and carried out financial analysis.
- Ensured that financial transactions were in line with UNDP guidelines and regulations.

Intercontinental Hotel – Human Resources, Front Office and Housekeeping | Lebanon

June 2018 – Aug 2018

- Spearheaded the "Celebrate Service Week" event, in conjunction with the HR team, to celebrate the achievements of the employees during the fiscal year. This included creating the event agenda, planning the catering, and organizing the activities for the week.
- Organized and attended multiple workshops on key topics such as: reservations, customer service, and events.
- Managed six employees from the housekeeping department and conducted day to day visits to the rooms to ensure they were up to par.

Languages and Computer Skills

Languages: Fluent in English, Arabic, and French.

Computer skills:

- Proficient user of Microsoft Office (Word, Excel, PowerPoint, and Outlook).
- Well versed in social media platforms (Facebook, Instagram, Twitter, YouTube).

AWARDS & ACHIEVEMENTS

HORECA Competition – Cold Sandwich competition (Silver Medal) | Lebanon

March 2018

- Designed and executed a sandwich from scratch, in line with international kitchen standards. This also included conducting full pricing and marketing strategies to ensure the efficiency of adding it to a menu.

Red Cross | Lebanon

April 2015

- Helped in providing humanitarian aid for people and regions that are in need.
- Attended workshops to learn how to prevent, prepare for, and respond to emergencies.

Model United Nations (MUN) | Lebanese American University, Lebanon

Oct 2015 – Dec 2015

- Handled event sponsorships including researching prospects, negotiating agreements, and overseeing the contracts.
- Connected with educational establishments and organized formal talks to market the conferences and the benefits of attending.