

## PASCALE NASSAR SARROUH

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### ACADEMIC BACKGROUND

March 2002	<b>ESCP – Europe Business School – Paris – France</b> <u>Mastère Spécialisé en Marketing et Communication</u> <b>Ecole Supérieure des Affaires – (ESA), Clemenceau - Lebanon</b> <u>Mastère de Spécialisation en Marketing - MSM</u>
Feb 2000	<b>Notre-Dame University - (NDU), Zouk Mosbeh - Lebanon</b> <u>Bachelor of Arts in Advertising and Marketing</u> (Graduated with Honors)
June 1996	<b>Université Saint Esprit-Kaslik – (USEK), Kesrouan - Lebanon</b> <u>Interior Design</u>
June 1994	<b>Collège Saint-Joseph Antoura – Lebanon</b> <u>Lebanese Baccalaureate (2) in Philosophy</u>

### PROFESSIONAL EXPERIENCE

<b>February 2017 to date</b>	<b>Business Development Manager</b> <b>Travel House for Business and Leisure Services</b> <b>Beirut - Lebanon</b>
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- Responsible for the honeymooners' portfolio
- Negotiate the relationships with suppliers in the travel industry  
Keep up to date with the market and trends  
Participate in internal product improvement and evaluation exercises
- Develop new corporate travel customer relationships  
Present corporate proposals  
Consult with, and grow promising customer relationships

<b>April 2011 to July 2016</b>	<b>Communications and Marketing Manager</b> <b>averda Lebanon and North Africa</b> <b>Beirut - Lebanon</b>
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Responsible for all communications for averda Lebanon including Sukleen, Sukomi and atria as well as handling averda Africa communications activities starting July 2012:

- Responsible of the Mixed Media Function, involving handling the Press, working with the Media and deciding on Sponsorships, external events and donations...
- Responsible of the marketing activities including the new markets in Morocco, Congo and Gabon
- Responsible of all the media relations, the sites visits with the media, the interviews, and the special requests, and acting as the company's spokesperson

- Responsible of the crisis communication period between 2014 and 2015
- Responsible of the Internal Communication Function, involving internal publications, emails announcements, intranet, posters and all possible channels to reach all the employees in the most efficient way, language and tone of voice
- Responsible of the Corporate Promotion and Creation, involving the below-the-line and above-the-line functions through logos, brochures, leaflets, posters, display materials, exhibition stands, reports and publications, promotional materials, end-of-year gifts, fleet and equipment appearance, press ads...
- Responsible of the development and communication of informational programs to maintain favorable public image
- Responsible of the employees events and activities

**Sept 2006 - Mar 2011**

**Head of Internal Communication Unit – Communications Department  
Bank Audi sal - Audi Saradar Group – Audi Plaza – Beirut - Lebanon**

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- In charge of creating an open communication climate and reinforcing the understanding of the Group's culture, values and business objectives by developing and using the appropriate channels
  - Improve Communication within the Group's Entities
  - Handling and managing the different communication channels throughout the Group
  - Measure and enhance the effectiveness of communication programs by conducting internal communication assessment surveys
  - Coordinate with top management, branches and departments locally and regionally to create awareness campaigns for new projects through broadcast and targeted e-mails
  - Handle the preparation of all contents of the Bank's various internal publications
  - Prepare the Bank's Intranet site
  - Organize and communicate all staff-related social activities and events such as sports events, annual gatherings, etc...

**Jan 2006 – Aug 2006**

**Managerial Development Program – MDP**

**Bank Audi sal - Audi Saradar Group – Audi Plaza – Beirut - Lebanon**

*MDP is a Managerial Development Program to prepare potential employees to handle managerial positions at the Bank, by providing on-the-job training and relevant seminars and pillars*

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- Managerial rotation in the major departments at Audi Saradar Head Office: Foreign Exchange, Capital Markets, Transfers, Swift, Branch Management, Communication Department
  - Managerial rotation in the different operational units of Audi Saradar branches: Counter Controller, Customer Services, Credit, Branch Manager position

**Aug 2000 – Dec 2005**

**Marketing Executive – Marketing Department**

**Bank Audi sal - Audi Saradar Group – Audi Plaza – Beirut - Lebanon**

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- Setting targets and incentives for Retail Products and Services
  - Analyzing and monitoring branches' overall 'Profit and Loss' status
  - Analyzing sales efforts, sales evolution and target achievement
  - Undertaking Swat missions in branches

- Following up on competition behavior
- Conducting Market Research - Qualitative and Quantitative studies
- Setting Advertising, Marketing and Communication budgets
- Organizing special programs for clients retention
- Coordinating and supervising the Audi-Sagesse Partnership
- Coordinating and supervising the Geographic Information System project – (GIS)

**Fall 2012 – Spring 2017      University Teacher at AUST - Achrafieh –Lebanon**

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PR and media relations – PR and the community –  
 Crisis Management and PR - Psychology of Advertising – PR Principles –  
 Advertising Principles –  
 Communications and Society (Master class)

## **SEMINARS**

### **LOCAL**

- The Art of Lead Communication
- Understanding Economic Indicators
- Effective Time Management
- Meetings Management
- Coordination and Communication
- Stress Management
- Professionalism and Business Etiquette
- Problem Solving and Conflict Management
- Customer Care
- Building Effective Personal Network
- Goal Setting and Follow-Up
- 7 Attitudes of High Performers Managers
- Power Selling
- Corporate Governance
- Human resources for Non Human Resources
- Team Up and Motivate
- Managerial Leadership and Change
- Feasibility Study
- Strategic Thinking & Marketing Planning
- Customer Relationship Management

### **INTERNATIONAL**

- 6<sup>th</sup> annual Strategic Communication Management Summit UK– Melcrum (October 2007)
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## **HONORS**

March 2000

**Mounir Takchi Award - IAA, Chapter Lebanon**  
 Prix d'Excellence en Création Publicitaire

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<b>COMPUTER SKILLS</b>	Microsoft Office, Word, Excel, PowerPoint, Visio
<b>LANGUAGES</b>	Fluent in English, French and Arabic
<b>INTERESTS</b>	Swimming, Aerobics, Adventure activities and Reading
<b>PERSONAL</b>	Born in 1976, married to Roger Sarrouh and mother of Ayad and Edwin

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## REFERENCES

<b>Dr. Georges Farha</b>	Dean of Communications Arts AUST – Achrafieh +9611218716
<b>Mr. Nassib Shaaban</b>	Managing Director Leeds – an averda Company +9613726279 <a href="mailto:nassib.shaaban@leedsintl.com">nassib.shaaban@leedsintl.com</a>
<b>Mr. Zaher Mansour</b>	Operations Project Manager Sukleen– an averda Company +9613772208 <a href="mailto:zaher.mansour@sukleen.com">zaher.mansour@sukleen.com</a>
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