



Michelle Zogheib

Nationality: Lebanese

Address: Eindhoven, The Netherlands

Date of Birth: 07/07/1982

Profession: Travel / Events management

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Specialization: Strong experience in the travel, events and exhibition business.
Specialized in Management, Business development & Sales.

Objective: Seeking for a career in the field of Travel & Events, which could utilize my Personality and capacity.

Professional Experience:

June 2018 – Present Fountainhead International B.V Eindhoven Netherlands – *Business Development & Project Manager:*

- Manage individual exhibition and installation projects across a diverse range of business sectors from initial pitch through to on-site delivery and post project review.
- Source and negotiate with subcontractors, production suppliers, internal and external supply chain, to ensure each project is successfully resourced, budgeted and managed, and delivered according to Company processes.
- Production of onsite working documents to agreed deadlines.
- Monitor the technical drawings for all approved projects and provide the needed support to draftsman.
- Manage Conferences within Europe, coordinate with speakers, attendees, hotels for conference room organization & audio-visual equipment needed based on the program.
- Build a strong relationships with clients who repeat rebuild of exhibition stands.
- Work with the creative/design department and account leads to produce pitch and proposal documents.
- Attend site visits and client meetings to develop the business.
- Take responsibility for all exhibition bookings including rigging, power, passes, catering, deliveries and internet connections.
- To manage project budgets and to maximize profit for the company.
- Ensure technical implementation and build excellence on every project.

May 2017 until March 2018: Holiday Factory Dubai – *Product and Destination Director*:

- Monitor performance of holidays on the web.
- Coordinate with the team to improve performance.
- Conduct research on competition and explore new avenues for growth.
- Liaise with ground operation/suppliers for product requirements.
- Coordination with content team for product upload and launches.
- Products designing and contracting.
- Drive demand for products and monitor campaigns.
- Manage a team taking care of flight/hotel data entry, product quotation, contracting and operation.
- Reporting to General Manager and coordinating with Reservation & Call center directors to insure a smooth procedure, which will satisfy clients by offering them the best quality of service.
- Represent the company in Tourism Exhibitions and traveling to the bestselling destination for quality check.

December 2016 until May 2017: Booking.com Amsterdam – *Travel Coordinator (temporary project)*

- Arrange travel for employees traveling out of headquarters in Amsterdam.
- Arrange travel for external customers traveling to Booking.com for meetings, interviews, trainings.
- Booking of flights, trains, rental cars, ground transportation and accommodation.
- Handle visa applications.
- Investigate and communicate the most time - and cost efficient way of travel based on your expertise and the wishes of the (internal) customer.
- Make sure all travel arrangements are done in alignment with company's travel policy.
- Organize accommodation for colleagues traveling to Amsterdam from 130+ offices worldwide.
- Keep database with passenger information like passports, seating preferences, Frequent Flyer etc. up to date.
- Coordinating invoices for flights, hotels etc. and providing them to Finance department.
- Arrange group travel for specific Booking.com events.

February 2015 until September 2016: Ghorayeb Travel (part of Lufthansa City Center) – *Tours Manager*:

- Managing a team of travel consultant and tours operator.
- Offering specialist, professional and competitive travel products to meet the demands of the travel market.
- Selling travel products, cruises and tour packages.
- Handling VIP clients and groups.
- Working on the GDS system.
- Representing the company in exhibitions and travel trade fairs.
- Taking part in familiarization visits to new destinations to gather information on issues and amenities of interest to consumers.
- Liaising with travel partners, including airlines and hotels, to

- manage bookings and schedules, often one year in advance.
- Dealing with customer enquiries and aiming to meet their expectations
- Constantly motivating the sales team to hit their targets and ensure company profitability.
- Overseeing the recruitment, selection and retention of staff as well as staff training.
- Dealing with disciplinary matters and customer complaints.

March 2014 until January 2015: Riviera Hotel Lebanon – Sales Manager:

- Maintaining a sales call pattern within the designated areas of responsibility.
- attending daily departmental sales briefing.
- Generating and maintaining customers of defined accounts / areas through sales activities (face to face sales calls, telephone calls, entertainment).
- Maintaining a high level of exposure for the hotel through direct sales, telephone, fax written communications.
- Ensuring comprehensive & complete coverage of own portfolio by achieving targets and maximum productivity.
- Formulating corporate offer letters and yearly contracts and any other required business correspondence.
- Providing feedback to the Director of Sales & Marketing on changing marketing conditions.
- Arranging site inspections of hotel.
- Maintaining an up to date account & contact database and details in property management system.

September 2013 until February 2014: Holiday Factory Package Online System Dubai – Business Development Manager - GCC:

- Selling and Marketing the product to Travel agencies & Corporate clients in the GCC area (Qatar-Oman-Bahrain).
- Reporting to the General Manager.
- Implementing new ideas which could develop and improve the product.
- Working on presentations to facilitate the knowledge of the product to clients.
- Following up all the bookings with the reservation and operation department in order to offer the best service.
- Organizing FAM trips to our top seller agencies.

July 2008 until August 2013: Sunholiday Tours Lebanon – Head Tourism & Rail Department:

- Managing the department & training the team.
- Dealing with Agents and hotels from all over the world concerning all touristic services & cruises.
- Working with Individual and Corporate clients.
- Handling also the Incoming department (reservation & operation) Individuals, groups and MICE.

- Representing the company in exhibitions.
- Reporting to the General Manager.
- Working on the brochure, choosing the destinations and new products.

2001 until May 2008: Kurban Tours Lebanon and Dubai - *Incoming Groups*

Executive:

- Reservations, Operations of all touristic services for groups
- Preparation of the UAE & Oman Incentive.
- English, French & Arabic speaking guide inside Lebanon.
- Daily Tours coordinator at Kurban's Lebanese office (organizing the tour from A to Z: dealing with drivers, guides, restaurants, entrance fees, pickups from hotels...ect).

Education

- Diploma in Archeology at the Lebanese University -Fanar-Lebanon (1999-2003).
- Diploma in Tourism Management at the Lebanese Tourism Institute-Dekwaneh-Lebanon (2000-2003).
- Galileo License: Reservation & Issuing-Middle East Airlines – Beirut-Lebanon (2004).
- Touristic Guide License taken from the Lebanese ministry of tourism – Session February 2012.
- Certificate of Attendance in Social Media for Travel Agencies by Eye Mails Lebanon - March 2016.

Computer Literacy: Galileo, Amadeus (Reservation & Issuing), Microsoft Word, Excel, Power Point, Access, Outlook.

Languages: Fluent in Arabic, English & French (Spoken & Written). Beginner in Dutch.

Hobbies: Singing (Vocalist in a Rock band) – Aerial fitness (certified teacher). Music – Playing the Violin – DJing - Swimming –Traveling – Dancing

Visited Countries: Turkey – Greece – Egypt – Tunisia – Jordan – The Netherlands - Czech Republic – Spain – Vietnam – Malaysia – Thailand – Indonesia – Maldives- Sri Lanka – India – Cyprus – UAE – Qatar – Oman – Bahrain - Bulgaria – Italy - Germany - Croatia – Philippines – France – Belgium – Austria – Seychelles – Georgia – Nepal – Luxembourg – Portugal – Serbia – Hungary