



# JUDE AL CHAMI

## Marketing & Communications Coordinator

joude-chami@hotmail.com | +961 71 956 561 | LinkedIn: Jude Al Chami | Beirut, Lebanon

As a self-motivated team player, my entire career to date has been driven by my passion to deliver great client and customer service in complex business environments. My different experiences in Market Research, Guest Relations, Sales, and Marketing in the luxury industry (fashion, cosmetics, and hospitality), enriched my competencies in customer relationship management and helped me gain strong project management and interpersonal skills.

## PROFESSIONAL EXPERIENCE

### LUXURY RETAIL MARKET ANALYST Paris, France

#### BVA Mystery Shopping | January-June 2020



Within the Mystery Shopping business unit, I had the responsibility to **coordinate** with a senior market analyst in the **management of International Key Accounts (coordination of 60 countries)**.

**Client portfolio:** cosmetics (mostly), fashion, jewelry, and watchmaking.

Full and **timely project management** includes the following missions:

- **Prior:** understanding, defining, **framing clients' requests and needs**, designing **questionnaires** and setting up **market studies**, internal briefings (Operations, Data, and Field teams)
- **During:** gathering **quantitative and qualitative data** about **consumers, competitors, market conditions**, and **performance, monitoring** of the progress and smooth running of projects (**+5,000 mystery visits per semester**)
- **After:** debriefing internal management teams, translating **data and findings** into **reports and presentations** that engage **stories** of clear implications and solutions to help **clients** in making better **operational** and/or **strategic decisions**

### INFLUENCER RELATIONS ASSISTANT Paris, France

#### Elie Saab | September 2019 (Ready to Wear Fashion Week)



- **Managed** the **communication and relationship** with influencers and **coordinated** their involvement on the day of the show (+30 influencers)
- **Created line sheets for buyers**
- Managed fittings schedule and chose looks for influencers (20 influencers)
- Managed on-time delivery of the chosen looks (external delivery agencies)

### CLIENT ADVISOR Paris, France

#### Chloe and Biondini Paris | Galeries Lafayette | July, August, November 2019

- Ensured the implementation of the corners' **visual merchandising**
- **Achieved monthly personal sales target** of minimum **€10,000**, as well as **team sales targets**
- Greeted and **advised customers** on Chloe's products and the **various brands** of Biondini Paris

### SHOWROOM ASSISTANT Paris, France

#### Maison Rabih Kayrouz | June 2019 (Haute Couture Fashion Week)



- Maintained the merchandising of the showroom
- Prepared and organized looks for the **B2B buying period (+20 buyers)**
- Managed models' casting schedule along with an external agency (+30 models)
- Assisted in the show preparations, ensured an efficient and smooth running of the backstage, made sure everything was in place before, during, and after the show

### ASSISTANT GUEST RELATIONS MANAGER Paris, France

#### Hotel Plaza Athenee | July-December 2018



- Prepared and customized **customer journeys**, transferred specific requests to relevant departments to provide an overall **memorable guest experience**
- **Managed** the **synthesis of customer and guest satisfaction** questionnaires (Medallia)
- **Coordinated and managed communication** between guests and teams and **followed up** to ensure the resolution of **guests concerns** (HotSOS)
- Ensured the **control of requested amenities** in VIP rooms

### SALES AND MARKETING EXECUTIVE

#### Videos\*:

Part I - The Pursuit  
Part II - Somewhere in Time  
A Story About a City!  
Sleepless Places



#### InterContinental Phoenicia Beirut | June-August 2017



- Assisted in **B2B and B2C meetings** for the planning of special events (conferences and weddings **+200 guests**)
- **Generated** timely **content** and **social media campaigns** for their pages
- Regularly updated their information and **digital presence** on the different booking **websites** (Expedia, Booking...)
- Created newsletter content using Mailchimp (**e-mail marketing**)
- Provided support in the making of promotional videos\* about the hotel
- Worked closely with the PR team on influencer marketing

## EDUCATION

### GRENOBLE ECOLE DE MANAGEMENT 2017-2019 Graduated in January 2020

#### MSc Fashion Design and Luxury Management, with MERIT

Class Representative (**28 students**)  
Women's basketball team member

### LEBANESE AMERICAN UNIVERSITY 2014-2017

#### BS Business Management, with DISTINCTION, GPA: 3.64

**Minor:** Hospitality and Tourism Management  
**USAID Mentor** for **7 students** (October 2015-December 2016)

## SOCIAL ENGAGEMENT ACTIVITIES

#### FoodBlessed organisation, 2014-2017

Volunteered in soup kitchens, bake sales and fundraising events

#### MMKN organisation, October-December 2015

Volunteered in the Public School Support Program: weekly academic support for ninth graders

## LANGUAGES

**Arabic:** Native

**English:** Native

**French:** Bilingual

**Spanish:** Limited proficiency

## COMPUTER

Microsoft Office (Excel, PowerPoint, Word)

Adobe Photoshop CS6 and Illustrator

Trello

Local Measure

Mailchimp

Opera PMS