

GASSIA JALEKIAN

Harik Str., Mazraat Yachouh – Lebanon

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Summary

Flexible, results-oriented manager offering focused leadership and operations knowledge to drive profitability and growth. Exceptional communication skills.

Skills

- Natural Leader
- Strong work ethic
- Flexible thinker
- Excellent communication skills
- Certified Digital marketer
- Attention to detail
- Talented multi-tasker
- Strong inter-personal skills
- Business Correspondence
- Social media specialist

Work History

February 2017 – Present

Project manager E-commerce & CRM

Cesar Debbas & Fils – Beirut, Lebanon

- In charge of all E-commerce activities at Cesar Debbas & Fils
- In charge of all marketing activities for Cesar Debbas & Fils
- In charge of the company's social media pages
- Successfully managed the creation, implementation & launch of the company's online business www.thelightavenue.com
- Contact & coordinate with all manufacturers / suppliers regarding our new E-commerce platform
- Identify & evaluate new marketing tools to increase traffic to website and online purchasing
- Interact & coordinate with the web developers for design & content issues or to make changes on the website
- Supervise & manage the whole website from data entry to the entire purchasing cycle
- Solve customer complaints, problems with the online payment process or delivery
- Ensure that all new products received/ordered at the showroom are uploaded to the website
- Supervise & asses all the Sales team's activities on the CRM Salesforce
- Export & analyze several different sales reports from JD Edwards
- Follow up with team members on projects and offers
- Coordinate & follow up with the Sales team & accounting department on receivables
- Consolidate team pipeline for management

- Train new staff on the CRM that we use – Salesforce.
- Prepare reports & attend all sales meetings.

November 2015 – April 2016

Managing Partner

Baguette & Co. – Mtayleb, Lebanon

- Led and directed team members on effective methods, operations and procedures.
- Promoted a positive atmosphere and went above & beyond to guarantee each customer received exceptional food and service.
- Developed, implemented and managed business plans to promote profitable food and beverage sales.
- Skillfully interacted with external suppliers to obtain the best quality in raw materials with the lowest prices.
- Effectively managed payroll and schedules, including completion of the required paperwork for new recruits and leavers.
- Carefully interviewed, selected, trained and supervised staff.
- Organized special events in the restaurant including promotions and corporate lunches.

October 2012 – November 2015

Account Manager

Green Dynamics – Mtayleb, Lebanon

- Researched and selected new products to import and sell in the Lighting & renewable energy markets.
- Travel to renewable energy exhibitions in the region to learn about new technologies and products.
- Approached and took sales meetings with potential clients.
- Did all business correspondences, follow ups and money transfers with our suppliers overseas.
- Worked directly with the business development department to come up with new ideas to expand the business and promote our products.
- Managed the company's Facebook page, created new posts weekly to bring as much traffic possible to the page.

June 2007 – July 2009

Account Manager

T3 Middle East Magazine – Badaro, Lebanon

June 2007 – Jul 2009 Promoted to *Account Manager for T3 Middle East*

January 2005 – June 2007 T3 ME-G2 Publishing & Media Badaro, Lebanon

Administrative Assistant & Researcher

- In charge of all artwork & projects for our Dubai office.
- Localizing pricing in T3ME magazine for Lebanon & the Gulf.
- Researching prices & agents of technology brands in Lebanon.
- Preparing sales reports for the magazine throughout the region.
- Personal assistant to the owner of the company.

- Office management.
- In charge of the subscription department in the magazine, including customer service, renewals & logistics.
- In charge of print orders & logistics of the magazine in the Gulf region.

July 2004 – December 2004 **Grand Hills Hotel & SPA** Broumana, Lebanon

Sales & Marketing Coordinator

- Typing letters, memos & faxes
- Taking minutes of meeting
- Organizing the filing system of the department
- Preparing & sending out rate offers
- Preparing banquet offers.

June 2003 – May 2004 **Safir Heliopolitan Hotel** Rawcheh, Lebanon

Food & Beverage Secretary

- Organize the paperwork of the food and beverage department
- Typing letters, memos and faxes
- Taking minutes of meetings
- Taking Banquet inquiries and preparing offers
- Talking to guests about banquet events; when needed

Certificates & Trainings

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- Certificate of completion of Public Speaking workshop by Franklin Covey – Starmanship - January 2018
 - Certificate of completion of the Emotional Intelligence Workshop – Pheonix Consulting – February 2018
 - Certificate of completion of the Planning & Delivering Results Workshop – Pheonix Consulting – Jan. 2019
 - Certificate of completion of the Digital Marketing Essentials Workshop – Growth Velocity Academy – August 2019

Personal Data

Date of Birth:	November 13 th , 1979
Marital Status:	Married
Nationality:	Lebanese / Armenian