

MAISSA RIZKALLAH

Dynamic & creative critical thinker



05.09.1995



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Lebanon



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WORK EXPERIENCE

Free Lancer in Marketing Analysis

📍 **La Table de Joe, Adma** 📅 Jul. 2019 - Sep. 2019

- Worked on the whole business plan of the restaurant
- Competitors analysis
- Target market study and analysis
- Determined PEST and SWOT of the restaurant
- Menu engineering (items and their prices)
- Promotion planning on social media platforms
- On the ground operations during and after opening

Managing Assistant - Internship

📍 **Fine Bouche, Beirut** 📅 Mar. 2019 - Jun. 2019

- Worked on the selling strategy of the product
- Promoted the product directly to the customer
- Food requisitions and purchasing
- Sorted and organized inventory
- Assisted the Chef in the kitchen as his commis

Strategy in Client & Servicing Dpt - Internship

📍 **Impact BBDO, Beirut** 📅 Jan 2019 - Mar 2019

- Worked on several projects of different fields such as banks,
- F&B and retail (ex: Bankmed, Wadi el Akhdar, Decathlon)
- Assessed and created new concepts for those companies
- Conducted market research (competitors, target market)
- Suggested concepts ideas for expansion of their fields
- Worked in digital marketing department

Sales & Marketing - Internship

📍 **Movenpick, Beirut** 📅 Dec. 2017 - Mar. 2018

- Conducted market research for social events
- Managed customer online feedback (booking platforms and social medias)
- Completed data entries for new information

Assistant F&B - Internship

📍 **Jumeriah El Kasr, Dubai** 📅 Jan. 2014 - Jul. 2014

- Prepared managers' daily schedule and morning reports
- Assisted him in his weekly meeting with his team
- Sorted and organized customers queries and complaints
- Trained and oriented new employees

Commis Chef - Internship

📍 **Mariott Hotel, Brussels** 📅 Jan. 2014 - Jun. 2014

- Assisted chefs and sous-chef
- Assisted head chef for food requisitions and purchasing
- Ensured of health and safety standards

EDUCATION

BA in Business Administration in
Hospitality Management



Glion Institute of Higher Education



Montreux, Switzerland, 2018

French Baccalaureate Diploma



L'Athénée de Beyrouth



Beirut, Lebanon, 2013

LANGUAGES

French	_____	Native
English	_____	Fluent (C2)
Arabic	_____	Fluent (C2)

CERTIFICATES

Private Culinary Courses - Ritz Escoffier
Oenology Club Certificate

SKILLS

Microsoft Office	Tennis
Writing	Boxing
Ski (2 medals)	Football