

# Eléna El Hoayek

## SHRM & PMP Candidate

Key areas: strategic management – talent management – L&D – organizational design – corporate development – operations – project management.



**in** [Elena El Hoayek](#)



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## PROFESSIONAL EXPERIENCE

PFC International (5 years & 6 months)

### Partner

10/2021 – 02/2023

### Business Executive

09/2019 – 02/2023

### Senior Business Analyst

09/2018 – 09/2019

### Junior Business Analyst

09/2017 – 09/2018

Key duties and achievements:

- Managed operational activities of headquarters in Lebanon.
- Supported mid- and high-level operations in international offices and launched two new offices in Australia and Iraq.
- Created and reviewed goals and KPIs across departments.
- Devised and implemented strategies, policies, and SOPs; and led the corporate development department.
- Managed change throughout exponential growth.
- Managed the HR department including: talent acquisition and management, learning and development, employee relations, performance, compensation and benefits.
- Handled client relationships and account management.
- Provided consultancy to clients in public, private, and civil society sectors; managed special projects and cross-functional teams with firms, donors, and NGOs.
- Managed sales activities including prospecting, proposal writing (T&C), tenders/RFOs/RFs, negotiations and signings.
- Managed the marketing department and all its activities, and a complete rebranding and positioning of the firm.
- Managed business development activities by identifying and tackling untapped opportunities for expansion.
- Managed administration including office logistics, procurement, purchasing, legal, IT, accounting, and audit.
- Developed and established systems for periodic cross-departmental and managerial reporting, HR filing and processing, accounting, and record-keeping.

Ivey Publishing – Richard Ivey Business School

### Co-Author & Editor (Project Based)

09/2017 – 09/2018

### Optic Plus

### Assistant Manager

01/2016 – 08/2016

## LANGUAGES

Full proficiency in English • French • Arabic  
Basic understanding in Spanish

## PROFESSIONAL VALUES

Honesty • Integrity • Knowledge • Quality • Creativity •  
Great Work Ethic • Continuous Improvement & Learning

## EDUCATION

American University of Beirut (AUB)

Suliman S. Olayan School of Business (OSB)

### Bachelor of Business Administration

Emphasis: Business Information and Decision Systems  
Completed in 12/2017

Enclosed: Letter of Reference from Dr. Marina Apaydin, PhD, MA, MBA, MSEE & BSEE

## COMMUNITY EXPERIENCE

One Lebanon  
**Member & Volunteer**

Lebanon Red Cross Youth  
**Volunteer**

Guides du Liban  
**Group Leader**

Model United Nations  
**UNHCR Delegate**

AUB Social Club  
**Treasurer & PR Agent**

AUB Business Student Society  
**Member**

FixMyResume - Harvard  
**Brand Ambassador**

College Melkart  
**Student Body President**

## CERTIFICATES

**Project Management Professional (PMP) – Candidate**  
By the Project Management Institute (PMI)

**Senior Certified Professional (SHRM-SCP) – Candidate**  
By the Society for Human Resource Management

**Dean's Honor List with High Distinction**  
By Dr. Steve Harvey, PhD, Dean of OSB, AUB

**Outstanding Achievement in Strategic Management and Case Analysis**  
By Dr. Marina Apaydin, PhD, MA, MBA, MSEE & BSEE, AUB

**99% Worldwide Performance in Strategic Management**  
By CAPSIM ®

**Management Consulting Essentials – CMC (SMDC)**  
By the Society of Management & Development Consultants

**Best Project & Team Collaboration**  
By Dr. Mona Zoghaib, PhD, PMP, AUB

**Project Management**  
By the University of California, Irvine

**Excel Use for Business**  
By Macquarie University, Sydney

Enclosed: Certificates (Scanned)

Last updated on March 11, 2023