

# Maria Panoyan

El- Hage Building, Armenia Street, Bourj Hammoud, El-Maten, Lebanon

(+ 961) 70-612766 :: [mariapanoyan@ymail.com](mailto:mariapanoyan@ymail.com)

## Education

- “Human Resources Management Diploma”, 2017, Lebanese American University, Beirut
- Master of Business Administration (MBA), 2015  
School of Business/ Middle East University of Beirut, Sabtieh
- Degree of Expertise in Demography (Research Master), 2002  
Lebanese University, Rabieh
- Specialty Certificate in Demography, 1998  
Lebanese University, Rabieh
- Bachelor of Economics (BEc), 1997  
Faculty of Economics and Business Administration/ Lebanese University, Beirut

## Key Skills

- Communication
- Team Player
- Leadership
- Analytical Skills
- Organizational Skills
- Problem Solver
- Project Management
- Business Management

## Work Experience

**HR Executive Assistant** – Human Resources Department, Central/ Jun 2020- Present/

**Lebanese American University (LAU), Beirut**

- Assist the Assistant Vice President (AVP) for Human Resources.
- Assist the Staff Relations and Development Office in the Training and Development function.
- Assist the Staff Recruitment Office.

### Key achievements:

Assumed my increased responsibilities at once and ensured the smooth operation of the Training and Development Unit, the Staff Recruitment Office, and the AVP Office, at a time when the HR Department witnessed a tidal wave of resignations.

**Training and Development Specialist** – Staff Relations and Development Office, Human Resources Department, Central/ Oct 2018- May 2020/

**Lebanese American University (LAU), Beirut**

- Identified and assessed training needs.
- Planned, organized and administered training programs.
- Monitored the implementation and the evaluation of the training programs and the performance of the trainers.

### Key achievements:

Planned, coordinated and managed University wide staff development programs and new procedures and policies trainings from the essentials of preparation to the delivery and evaluation.

**LAU Executive Center Assistant Coordinator** –Office of the Provost/ Mar 2017-Oct 2018/

**Lebanese American University (LAU), Beirut**

- Coordinated and managed events, programs, trainings, classes and activities held at the LAU Executive Center.
- Monitored the implementation and the evaluation of the Continuing Education Department’s training programs.
- Oversaw and participated in the set-up of the Center of Teaching and Learning (CTL) (Re-branded to Center of innovative Learning (CIL)).
- Organized and supported operational and administrative functions.

### Key achievements:

Prepared more than 70 Faculty Development Workshops to be delivered through the Center for Teaching and Learning (CTL).

## Professional Trainings

- Women's Leadership, Aug 2021.
- "Creating a Leadership Development Program", May 2019
- "Leadership, Change and Innovation", Jun 2018
- "Certificate in Customer Service Excellence", 2017, Lebanese American University, Beirut

## Recent Accomplishment

Created a Guided Project Course on Coursera, Publication Date June 25, 2021.

## Languages

Arabic, English, French, Armenian

**Continuing Education Program Coordinator** – Academy of Continuing Education (ACE) / Jun 2016- Mar 2017/

**Lebanese American University (LAU), Beirut**

- Responsible for Direct Sales, Marketing and Enrollment Management of CE Programs including running marketing campaigns leading to candidates' enrollment.
- Planned and organized training programs.
- Reviewed and evaluated training materials and chose appropriate materials.
- Coordinated training activities and events.
- Monitored the implementation of the training programs and the performance of the trainers.

### Key achievements:

- Achieved a 100% open rate for the programs I handled.
- Increased sales and the number of enrollment in the programs I managed between 25 and 50% through business development and lead generation.
- Developed new training programs.

**Marketing and Sales Manager** /Jul 2003- May 2016/

**Panoyan Center, Bourj Hammoud**

- Developed and implemented marketing strategies and campaigns.
- Prepared and completed action plans.
- Monitored and reviewed store performance.
- Recommended changes in products, service, and policy.
- Established pricing strategies and recommended selling prices.
- Monitored costs, competition, supply, and demand.
- Implemented customer-service standards.
- Recruited and trained employees.
- Planned, monitored, appraised, and reviewed employees' job contributions.

### Key achievements:

- Increased sales revenues by 45% in the first 6 months of my appointment.
- Devised and implemented new marketing strategies and sales processes that led to substantial and consistent increases in profitability.
- Led the sales team to consistently achieve 145% of sales quota through effective sales training and coaching.

**Retail Sales Supervisor** /Jul 2001- Jun 2003/

**Panoyan Center, Bourj Hammoud**

**School Administrative Assistant/ Middle School** /Sep 1999- Jun 2001/

**"Notre Dame des Dons" Private School of the Antonine Sisters, Dekwaneh**

**Retail Sales Representative** /Sep 1997- Aug 1999/