

RAYANE GHALAYINI

EVENTS & MARKETING EXECUTIVE

PROFILE

I am a goal-oriented, highly driven individual ready to contribute to team success through hard work, attention to detail and great interpersonal and organizational communication skills.

EDUCATION

BS Hospitality and Tourism Management,
3.2/4 GPA - Lebanese American University

Lebanese BAC in Sociology and Economics,
Saint Mary's Orthodox College

CONTACT

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20/10/1996
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Beirut, Lebanon

SKILLS

Languages: English (Fluent), Arabic (Native),
French (Intermediate)

Technical Skills: Microsoft Office Suite, FBM,
Opera, Sky Bayan, Prezi, Piktochart,
Salesforce, Photography

Activities: Volunteered with NGO Jannat
Biladi and several others.

Certificates: Redcross, Firstaid, Beirut Fire
Fighting, Yes I Can!...

CAREER SUMMARY

EVENTS & MARKETING EXECUTIVE

RADISSON BLU | AUG 2018 to present

- Working with the marketing team to achieve the marketing objectives by contributing new ideas and helping to plan marketing activities
- Event research, coordination, development, implementation and follow - up on time and on budget
- Content creation for social media to generate and nurture new event leads and manage them within the CRM database
- Daily coordination with the operations and F&D team
- Supplier and cost management with the F&D and cost controlling team
- Champion of the Radisson Rewards Loyalty Program
- Contribution to budget planning, monitoring ongoing (and final) earnings and reaching the best possible income target for events
- Competitor feedback
- Publicize awards for Radisson Blu (TripAdvisor, Google Reviews, Booking.com...)
- Involved in all Email and SMS marketing
- Department coordination for sales team
- Weekly schedules and banquet orders for upcoming events

PR & Sales Executive

Golden Tulip Galleria Hotel | OCT 2017 to AUG 2018

- Telemarketing
- Organizing and researching new accounts per segments
- Updating and entering Salesforce content

Chalet Manager

Dubai World Trade Center | Sep 2015

- Coordinating with the F&D team based on chosen menus
- Supervising operation and housekeeping team
- Table set-up decoration and implementation