

Laure El-Khazen

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KEY SKILLS

- Innovative and analytical thinking to differentiate the respective products in a competitive market
- Excellent negotiation with direct retailers for better marketing implementations
- Network builder and connector – successfully building valuable relationships with suppliers and clients across regions.
- Capability in dealing with complexity, extensive follow up while working efficiently under pressure
- Can do attitude- make things happen by effectively operating and leading teams in diverse environments and under challenging circumstances

WORK EXPERIENCE

Sept 2013 – Dec 2020

Business Development Manager

at **Fakra Trading and Industries, Jounieh**

- Assess the marketing potential of new and existing sales opportunities
- Present new opportunities in a clear and analytical manner to the management
- Participate in international exhibitions e.g : The Lebanese Wine Day - Berlin May 2014 , Vinisud Asia- Shanghai Oct 2014, New York Lebanese Wine Day 2016 , Geneva Lebanese Wine Day 2018
- Plan, develop, and implement marketing strategies
- Ensure proper translation of brands' strategies into trade marketing and channel plans
- Full correspondence and negotiation with potential international customers and manage the existing ones
- Plan and coordinate the international shipments

Feb 2008 - August 2013

Brand Manager – Leadline

at **Malia, Amaret Chalhoub**

- Manage the personal care business unit in the Iraqi market (Burberry, S.T. Dupont, Versace, Moschino, John Richmond fragrances and Supermax razors, toiletries and batteries), in addition to the reports of the British American Tobacco business unit
- Conduct periodical market visits to Erbil and analyze performance, trends, market, consumer behavior and competition
- Develop a yearly business plan and implement innovative brand marketing strategies

	<ul style="list-style-type: none">• Recommend sales forecast, stretch revenue goals and get the budget approved• Communicate with principals in headquarters to optimize the obtained support• Set new product pricing and manage the price of existing items• Develop consumer promotions ,trade offers ,and distribution goals• Prepare several successful launches along with two launch events for Versace Eros men fragrance in Erbil and Baghdad• Prepare and deliver internal and external presentations regarding new product launches, marketing materials, business objective and communication strategy• Recruit, train and supervise beauty advisors <p>Oct 2004 – Dec 2007 Accounts Receivable Manager & ISO Internal Auditor at Medicals Int'l S.A.L., Mansourieh</p> <p>Feb 2002 - May 2003 Human Resources Assistant at Société Pour L'Exportation Des Produits Nestlé S.A., Dbayeh</p>
EDUCATION	<p>Spring 2008 Paris- Beirut Executive MBA, ESCP- EAP - Ecole Supérieure Des Affaires, (ESA)</p> <p>Spring 2001 Zouk-Mosbeh, Lebanon Bachelor of Business Administration - Management- NDU</p> <p>July 1997 Rabweh, Lebanon Leb. Bacc.II - Jesus and Mary School</p>
TRAINING COURSES	<ul style="list-style-type: none">• Fragrances history, concept and selling techniques• Time Management• Finance For Non Finance Managers• ISO Training• The Foundation of Human Resources Techniques• Written Communication - The British Council• Personal Effectiveness - The British Council
SKILLS	<p>Languages English, French, Arabic (native) fluently spoken, read and written Spanish</p> <p>Computer Skills MS Office (Word, Excel, PowerPoint) Dolphin; Oracle</p>
REFERENCES	<p>Available upon request</p>