

RAQUEL MAHMOUD MOADAD

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OBJECTIVE | Constant growth and successful achievement in my professional endeavors through dedicated effort and a strong work ethic.

SKILLS & ABILITIES | Languages: Fluent in 4 languages (written & spoken)

- Arabic
- French
- English
- Spanish

- Organized, efficient, and detail-oriented
- Strong communication and liaison skills
- Proven excellent presentation skills
- Superior work ethics with the self-discipline, focus, and desire to succeed
- Team player with an equally effective ability to work independently
- Enthusiastic, creative and willing to assume increased responsibility
- Adobe: Photoshop, Illustrator, InDesign CS5
- Research and data analysis
- Microsoft Office: Complete software fluency

EXPERIENCE | **CUSTOMER SERVICE OFFICER** • BANK AUDI sal
2016-2017

- Attentiveness
- Clear Communication Skills
- Knowledge of the Products and Services
- Acting Skills
- Time Management Skills
- Ability to read Customers and their needs
- A Calming Presence
- Goal Oriented Focus
- Ability to Handle Surprises
- Persuasion Skills
- Account management knowledge
- Ability to detect money laundry transactions

PUBLIC RELATIONS • TO THE POINT
2015

- Corporate loyalty program: Beirut Bar Association
- Manage network of corporations/business contacts
 - Achieved significant success in acquiring new accounts
 - Successfully negotiated significant savings and discounts
 - Earned significant achievement-based commission
 - Regular meetings with potential current and potential clients
 - Contract drafting and finalization

- Delivered detailed presentation of the company and the program to relevant stake holders (businesses, individuals, service providers and law firms)
- Actively Seeking and successful acquisition of sponsorships for the official launching ceremony of the Beirut Bar headquarters.
- Contributed valuable ideas on graphic design/ booklet formatting/ client relations and sponsorship
- Coordinating with senior management of clients and potential partners including official syndicates
- Designed and contributed to the drafting of the Marketing plan of the ceremony, media coverage, event planning, event implementation and management in addition to quality control and evaluation of the events

MARKETING COORDINATOR • LINK sarl Marketing and Advertising agency

2014

- Primary Client interface: (including Carrefour, Qatar Airways, Amana Capital, Edde resorts, Cappuccino and others)
 - Regular meetings and professional communication with clients
 - Managing client requests; maintaining and building positive relations
 - Coordinating events, invitees and scheduling
 - Prepare and conduct presentations on services available and client base
- Preparing and planning the publication of all advertising and publicity material to maximize brand promotion
- Creating and developing innovative ways to communicate the corporate mission/ messaging to partners
- Executing marketing plan according to periodic work plans
- Planning marketing events and evaluating their success
- Planning, developing and delivering media campaigns
- Booking all kind of campaigns: Radio, Newspapers, Magazines, SMS, TV
- Building knowledge in all things related to social media
- Participating in social media seminars on corporate and professional use of Facebook, Twitter, Instagram, Youtube, Google +
- Managing several media pages (Link Corporate, Multiple client sites)

INTERN • BANK AUDI SAL (HEAD OFFICE – BAB IDRIS)

2012

- Coordinate the relationship between Bank Audi and advertising agency Leo Burnett
- Conduct an Online Market Research (usage of credit cards in online purchasing)
- Undertake research for the creation of a new ATM identity of Bank Audi; this was adopted and used nationwide
- Participated in sessions to design advertisement campaigns such as the back-to-school advertisement of Bank Audi

**INTERN • FAWAZ HOLDING: COSMETICS & FRAGRANCES
(VERDUN & JNAH BRANCHES)**

2011

- Manage daily sales transactions
- Maintained excellent customer service standards
- Respond to customer complaints
- Conduct market research on C&F market placement
- Provide insight into in-store design
- Promote seasonal promotions and specials

EDUCATION | UNIVERSITÉ SAINT-JOSEPH

MAR ROUKOZ, INSTITUT DE GESTION DES ENTREPRISES
BACHELOR OF ADVERTISING AND MARKETING

Coursework covered a range of material pertaining to core marketing and advertising competencies. Much of the project work was current and relevant to the existing national and regional markets.

NOTRE DAME DÉLIVRANDE
ARAYA

LEBANESE BACCALAUREATE (SOCIOLOGY AND ECONOMICS)
