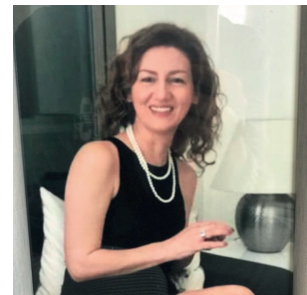


Khalida Zahreddine

Lebanese

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EDUCATION

- 2022 • **Professional Digital Marketing Diploma**
 - Lebanese American University (LAU)
- 2003 • **Business/Training Certificates**
 - Marks&Spencer, Riyadh, Saudi Arabia
 - Selling and Customer Service Certificate
 - Product Training Certificate
- 1988 • **Lebanese University**
 - Studied Political Science

EXPERIENCE

- June 2019 - Jan 2017 • **Marketing Executive**
Creative Impacts, Melbourne- Australia (Remotely)
 - Built a consistent brand and advertising identity that adheres to guidelines.
- June 2015 - Feb 2011 • **Customer Service Manager/ Sales and Marketing Executive**
Security Matterz Company, Riyadh, Saudi Arabia
 - Managed some of the key accounts in banking, government and commerce sectors.
 - Identified and managed new business opportunities, including proposal creation, presentations...
 - Designed and sent out newsletters and e-marketing campaigns for targeted segments.
 - Handled marketing campaigns, annual events and workshops.
 - Familiar with CRM systems.
 - Responsible for license renewal processes.
- Jan 2011 - June 2008 • **Business Development Manager**
Pencil Media Company, Riyadh, Saudi Arabia
 - Identified and managed new business opportunities, including proposal creation, presentations..
 - Developed and managed marketing tools and collateral for existing and new clients.
 - Increased brand awareness, brought in new customers, coordinated public relations, customer service and data analysis.
 - Marketed the companys services to new and existing customers through creation, development, and implementation of various strategies and plans in collaboration with the marketing and sales departments.

SKILLS

Languages

Working Knowledge : English and French
Native language: Arabic

Computer Skills

Advanced in: Windows and Office tools
High level of proficiency in the Internet.

Nov 2007 • Personal Shopping Manager

Nov 2006 Harvey Nichols, Riyadh, Saudi Arabia

- Increased ladies department productivity, maintained high standards of service to customers and generated sales.
- Insured that all personal shopping staff received full training.
- Managed and trained a team of 11 sales girls.
- Liaised with the marketing department to coordinate publicity materials and special events.
- Managed and developed the personal shopping team, so as to give optimum customer service and achieve sales targets.

Oct 2003 • Store Manager

Sept 2001 Marks&Spencer, Riyadh, Saudi Arabia

- Managed and trained a team of 20 sales girls.
- Managed product availability and increased sales.
- Controlled stock and systems in the provision of effective customer service.
- Ensured all areas of responsibility are effectively and timely merchandised, replenished and house kept.
- Was responsible for meeting sales goals and overall quality of service to develop a high level of brand awareness and product knowledge.

QUALIFICATIONS

- High degree of motivation and passion to succeed.
- Uses time efficiently, monitors own work to ensure quality.
- Flexible and dynamic in work environments.
- Able to meet deadlines.
- Successful in communicating with people at all levels, and with other departments as needed.
- Continuously seeking improvement and further development of skills.
- Pro-active, can operate both individually and as part of a team.
- Excellent team player, multi-tasking abilities.
- Gathers and analyzes information skillfully.

References available upon request.