




SIGRID FREIHA

 Lebanon

 freihasigrid@gmail.com

 +9613733398

PROFILE

Seeking a full-time position with a well-established & challenging environment where I can put forward my experience and skills. With a versatile personality, I am ready to cope with new challenges. Energetic profile, determined and results oriented.

- ✓ Excellent communicator with a customer oriented attitude
- ✓ Attentive to detail
- ✓ Patient and understanding
- ✓ Multitasker

CORE COMPETENCIES

Languages

- English, Arabic, French, German, Italian

Computer Literacy

- Microsoft Office (Word, Excel, Power Point)
- Adobe (Photoshop and illustrator)

PROFESSIONAL EXPERIENCE

Telesales agent,
Lufa Farms, Montreal, Canada

2022 - Present

- Outbound telephone calls in French and English to persuade customers to purchase companies' products and services
- Providing information to customers
- Keeping a record of calls and relevant details
- Negotiating deals and complaints
- Positive attitude at all times
- Excellent communication and listening skills
- Team work
- Follow up calls and emails
- Ability to close deals
- Organized and thorough in all work
- Ability to make 25+ calls per hour
- Proficient in computer programs specially in Google Sheets

Personal Atelier of Haute Couture & Prêt-à-porter
Beirut, Lebanon

2011 - Present

- Fashion brainstorming, mood boards and trend forecasting for the purpose of creating cohesive fashion collection both Prêt-a-Porter and Haute Couture
- Execution of garments construction using industrial sewing machines, purl machines and handmade sewing techniques
- Built a reputation of credibility and responsiveness with vendors and clientele
- Strong working knowledge of draping for fashion and construction of flat patterns for design
- Use lines, silhouettes, bias, grain, symmetry, asymmetry, and various draping techniques
- Understanding of textiles, knit, woven, lace and natural fibers, appropriate uses of textiles for implication in each garment
- Draw each garment by hand then apply it on Adobe Photoshop and Illustrator
- Draw each garment its own design of embroidery and then apply for each dress a handmade embroidery with pearls, Swarovski stones, sequins and crystal stone

Textile Representative/Agent
Manitex, Beirut, Lebanon

2010 – Present

- Understand the fabric types needed by each customer and negotiate pricing and availability with suppliers
- Guarantee the fabrics received are high quality and meet the requirements of customers
- Aid customer in selection of colors and designs, utilizing knowledge of textile, inks, and types of weaves
- Select sample designs and show samples to customer for approval
- Write sales orders for designs and required printing screens and rollers
- Process all correspondence and paperwork related to accounts
- Deliver sample proofs to customers for approval
- Gather all relevant material for sales, and coordinate contract approval
- Manage shipments and delivery obstacles and collect payments due
- Locate and contact potential clients in order to offer potential services
- Identify new markets, and propose products to serve them

Appointed textile representative at the following exhibitions in order to gather information, promote products, expand network of contacts, and increase knowledge

- ✓ Heimtextile – Frankfurt, Germany
- ✓ Evtex – Istanbul, Turkey
- ✓ Proposte – Como, Italy
- ✓ Canton Furniture Fair – Guangzhou, China

Internship
Elie Saab, Beirut, Lebanon

2010

- Pattern making
- Handmade accessories
- Attended photoshoots and helped the designer with styling
- Conducted market research to learn about the upcoming trends and recorded information
- Assisted the designer in selecting each of the fabrics for new and upcoming projects
- Assisted the designer and styling team with setting up showroom, organizing the collections, dressing the models and model card preparation

Production Coordinator

2007 – 2009

A.R.T. (Arab Radio & Television)

- Prepare and maintain assets lists for projects - Extract necessary information from scripts - Compile in agreed layout - Provide and include file naming conventions
- Obtain and record specifications for all assets – sizes and format of graphics, sound files, videos, illustrations
- Liaise with subcontractors – Obtain quotes and timescales - Book studios, prepare documentation and brief
- Arrange in-house work– prepare documentation and brief graphic designers, software and HTML programmers
- Check quality of all assets received from both internal and external sources – graphics, audio, photos, illustrations, and video. Arrange necessary corrections/ reproduction – Liaise with project manager/writer/client where necessary
- Prepare material received – size photos and combine into graphics; edit and name audio files
- Create graphics as required – take account of context and tools (question player etc.) and use appropriate software
- Build objects such as question player sets, story boarders, and slideshows. Check completed work for accuracy and obtain sign-off from project manager
- Store and retrieve assets – Ensure files are correctly named and place files in correct location – Update and move files as necessary - Direct users to appropriate material or files
- Assist with the directing of audio recordings, video and photo shoots as necessary. Attend sessions - Provide scripts and advise on style and quality

Appointed as supervisor for ART strip project

- ✓ Research on songs
- ✓ Montage
- ✓ Approval

Appointed as supervisor for public awareness announcements (P.A.) project

- ✓ Find ideas and select the best ones
- ✓ Casting
- ✓ Find and rent location

Appointed as assistant manager to organize A.R.T.'s 15th anniversary short movie

- ✓ Interview Arab celebrities
- ✓ Montage
- ✓ Approval

EDUCATION & TRAINING

BA in Hotel Management & Tourism

2009

Notre Dame University, Lebanon

Fashion Design Degree

2010

Istituto Marangoni, Milan, Italy

References available upon request