



## Hayat ALI

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**Languages** Arabic (Mother tongue) – French (Fluent)  
English (Fluent)

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### EDUCATION

<b>Glion Institute of Higher Education, Switzerland</b> MSc in Luxury Management and Guest Experience	October 2020-July 2021
<b>Lebanese American University (LAU), Beirut, Lebanon</b> Bachelor of Arts, Business Administration (Emphasis: Marketing)	August 2016 – December 2019
<b>Lycee Abdel Kader, Beirut, Lebanon</b> French Baccalaureate	September 2001– June 2016

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### WORK EXPERIENCE

<b>Middle East Communications Network (MCN)</b> <b>Universal Media, Beirut, Lebanon</b> Media Planner + Performance Intern	June 2022-Present
<ul style="list-style-type: none"><li>• Conducted monthly offline and online media plans for L'Oreal in the GCC.</li><li>• Conducted monthly reports and performance analysis.</li><li>• Set up, launch and optimize campaigns for Alshaya Group in the GCC.</li><li>• Report on campaigns performance.</li></ul>	
<b>Christian Dior Couture, Paris, France</b> Sales intern	November 2021-February 2022
<ul style="list-style-type: none"><li>• Build and maintain strong relationships to ensure each client receives a consistent and professional service.</li><li>• Display a genuine passion for luxury and interest in the retail and fashion industries.</li><li>• Consistently maintain high standards, a drive to succeed and show motivation to deliver personal and team goals.</li><li>• Use your excellent organizational skills to support the team in the operational aspects of the department.</li><li>• Support the team in maintaining the highest standards of Visual Merchandising.</li><li>• Back of house maintenance.</li><li>• Participate in and support the Stock team on stock takes, transfers take and ensure targets are met</li><li>• Follow all Christian Dior procedures in regards to garment protection, stockroom housekeeping and security tagging</li><li>• Carry out any additional duties as directed by the Management team</li></ul>	
<b>American Express, Beirut, Lebanon</b>	June 2019-July 2019
<ul style="list-style-type: none"><li>• Rotated through branch departments (Customer, Back office, Sales, IT...)</li><li>• Contracted customers for complaint resolution purposes</li><li>• Collected customer data through different input platforms</li><li>• Built data bases for managers to assist with customer relationship management data</li></ul>	

- Rotated through all branch departments
- Knowledge of different retail bank products and accounts
- Assisted the branch supervisor in the daily bank operations
- Answered phone calls to recorded on the system for complains resolution
- Welcoming and assisting clients with front office
- Full customer service training

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**COMPETENCIES**

**Computer:** Microsoft Office.

**Other Work Certificate**

"How to launch and market a fashion product", Lana El Sahely and Vanina, Lebanon, 2017

"The Blue Tea House", Certification of recognition, Lebanon, 2017

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