

Zeina Abdallah

Sales & Marketing || Event Planning

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Sales || Marketing || F&B

I help companies grow exceptional brands by exerting solid commercial leadership, articulating effective communication and event campaigns, and delivering impactful sales and marketing strategies with qualitative support to internal and external stakeholders.

Key Skill Sets

Communication and Stakeholder Management · Business Acumen · Hospitality & Event Management · Project Management · Teamwork · Attention to Detail · Analytical Mindset · People Management · Digital Marketing · Campaign Management · Tailor Made Experience · Brand Awareness · Guest Experience

Career Highlights

Sales and Sponsorships Manager: Brought 3 major Lebanese VIP sponsors for a Beauty pageant event namely: Paolo Bonjia (Jewelry), Beirut Nightlife (Nightlife and tourism), Rifai Roastery (a well-known regional international brand). Managed a sponsorship budget with \$180,000 Target for local and international customers.

Sales Section Supervisor(Aishti Fashion Luxury): Selected to speak and represent 'J BRAND denim' as the Regional Brand Manager due to my extensive sales success. Quotes as "she sells what cannot be sold." Liaising with international luxurious American and Italian brands.

Sales associate for English Home products: Successfully selling 7 of the most expensive and luxurious cushions.

F&B Sales and Event Planner. Laguava Beach and Resort: Priced all events, organized, reserved, and coordinated hundreds of romantic dinners, proms, and bachelorette parties with 100% client satisfaction. Oversaw the management of 126 romantic dinners in just 3 months. Created event concepts: combined 2 conceptual events in one.

Guest Relations Executive: Jumeirah Al Naseem Dubai.: Managed 15+ VIP afternoon teas in just one afternoon.

Career History & Business Impacts

Guest Relations Executive | UAE

Jan 2022 - May 2022

Jumeirah Al Naseem Dubai (Luxury Hospitality)

Key Responsibilities: Acted in an Assistant Manager capacity to promote the lounge, manage public relations issues, ensure, and oversee all customer care. Ensured the smooth running/planning of events and promoted F&B services

F&B Sales & Event Planner Lebanon

Jun 2021 -Sep 2021

Laguava Beach & Resort (Luxury Hospitality)

Key Responsibilities: Contract-based *role*. Planned and organized events in accordance with financial and time restraints. Communicated with vendors, clients, and staff to retain customer loyalty and ensure successful organization. Researched and booked appropriate venues according to client requests. Proposed effective layouts for events and coordinated all staff management, event logistics, and internal/external communication for the functions throughout the entire event life cycle.

Key Achievements:

- o Compared to different vendors (catering, decorators, etc.) to ensure the best possible pricing.
- o Organized and coordinated hundreds of romantic dinners, proms, & bachelorette parties with 100% client satisfaction
- o Created new event concepts that increased client retention and new bookings.

Marketing, Events & Private Tutoring | Lebanon

Aug 2014 – Jan 2019

Freelance

Key Responsibilities: Clients hired me for my strong operational background in Hotels & Luxury as well as my Administrative Skills. During my Freelance experience, I was competent in all tools and features of MS Office including MS Excel & PowerPoint, and Communication Skills to enable appropriate campaigns. I was well known for the prioritization of tasks,

planning ahead and the ability to multitask, time-manage, and work in a fast-paced dynamic work environment. I also took on the task of private tutoring for Syrian refugees to support those in need.

Sales Section Supervisor | Lebanon

Sep 2013 – Aug 2014

Aishti

Key Responsibilities: Accountable for all sales activities within a luxurious environment. Assisted VIP clients and regional stars in finding out their looks. Achieved monthly and annual sales goals through the effective use of selling techniques, and deep product knowledge. Represented the organization as the face of the business in the public.

Key Achievements:

- o Recognized company-wide for improving customer satisfaction and exceeded 700K worth of sales.
- o Worked with esteemed American/European brands. Nominated 'Salesperson of the month' for 2 consecutive times.

Sales & Sponsorships Manager | Lebanon

Oct 2010 – Aug 2011

Liban Patrimoine International

Key Responsibilities: Developed sustainable partnerships with various actors and stakeholders and drove all sales and sponsorship related to the event "Princess of Lebanon." Proactively coordinated meetings with clients to determine details about the event and then initiated suggestions to enhance the event's success. Incorporated communication strategies to promote the image of Liban Patrimoine International and gain extensive exposure.

Key Achievements:

- o Key point of contact for managing and maintaining a sponsorship budget of up to \$180,000.
- o Represented the organization as the face of the business in the public.
- o Liaised with VIP stakeholders -resulting in new sponsorships for the event "Princess of Lebanon Beauty Pageant."
- o Organized meetings with international brand managers for fashion professionals such as Elie Saab and Zuhair Murad

Freelancer | Lebanon

Jun 2008 -Aug 2013

Hostess & Brand Promoter

Key Responsibilities: Provided a seamless end-to-end customer experience by advising them on appropriate products and services. Introduced, promoted, and assisted clients with marketing solutions to meet their customer needs. Contributed to fulfilling clients' needs by providing specific advertising requirements for their products and services with a customer-centric approach. Ensured all activities were on plan and on budget.

Key Achievements:

- o Developed and executed best-in-class multi-channel 1:1 loyalty communication strategies.
- o Acted as the brand ambassador for various clients – providing personalized service.
- o Managed customer feedback and inquiries effectively and participated in ongoing training and development plans.

Education & Professional Development

- **Brand Management: Aligning Business Brand and Behavior | COURSERA (2022)**
- **Influencer Marketing Strategy Course | COURSERA (2022)**
- **Master of International Security Studies | Charles University, Prague – Europe (2019)**
- **International Leadership Program | The Fund for American Studies, Prague – Europe (2016)**
- **Bachelor of Arts in International Relations | The American University of Science & Technology, Beirut, Lebanon (2014)**