



Perla Ata

Agri-food engineering graduate with a demonstrated passion and drive in food sustainability, seeking a challenging role of increased experience, skills and knowledge. Experienced social media marketing savvy with demonstrated experience in management and business development.

EDUCATION

Saint Joseph University of Beirut
(ESIAM)

Agriculture Engineering (2016-2019)

Agri-food Engineering (2019-2021)

Graduated in May 2022

ISARA (Institut Supérieur d'Agriculture
Rhône-Alpes), Lyon-France

MSc in Sustainable Development in Food
Industries (exchange student program)

September – December 2020

WORK EXPERIENCE

Family Business / Management & Business Development
Kayssar Ata factory

December 2015 – Present

Lebanon, Beqaa

- Manage Kayssar Ata Ice Cream shop by maintaining product's safety and quality requirements, ensuring staff hiring and training, opening and closing, developing a marketing plan to increase sales, creating and implementing new ideas (delivery and drive thru)
- Create new flavors, update recipes (according to the market's need), ensure health and quality of the product from the production line to the customer
- Supervisor on the ice cream production line
- Build and implement an advanced digital data management and filing system
- Create legal contracts for the company's wholesale costumers and monitor their accounts
- Support salesmen to ensure best-in-class customer service
- Participate in seasonal events like Souk Al Mouzareh at Domaine of Taaneyil, Zahle festivals and Khan El Maksoud
- Handle social media platforms as Instagram, Facebook, Google Maps, Tiktok, Whatsapp and Zomato, from content creation, tracking and analyzing KPIs, creating campaigns, and collaborating with influencers

Freelance / Agri-food Trainer

Lebanese Association For Initiation And Development & Relief
International (NGO)

February 2023 – March 2023

Lebanon, Beqaa

- Developed a 56 hours tailored training curriculum about the dairy sector in Lebanon.
- Designed presentations to help students to start their own business or secure a job in a dairy factory.
- Conducted factory visits to overlook the operations, the machinery and the process.
- Applied theoretical lessons in practice (food safety, essential processes and the production of the main Lebanese dairy products).



perla_ata@yahoo.com



+961 71 18 45 48



Lebanon

SKILLS

Analytical thinking

Organizational & Planning

Communication

Detail-Oriented

Problem-solving

Resourceful

Microsoft office tools

Social media tools

AutoCad, Matlab and
SPSS software

Omega POS Software

NavLeb GPS tracking
system

Languages

Arabic



English



*Certificate of "Competence" from the University of Michigan of the United States of America

French



*Succeeded DELF B2

Italian



Interests

- Cooking and experimenting new recipes
- Reading about sustainability and innovation topics
- Professional swimmer
- Exploring new destinations, cultures and food

WORK EXPERIENCE

Freelance / Consultant

iPhone King

January 2023 – Present

Lebanon, Beqaa

- Create and implement a new inventory system to an effective and efficient inventory management process
- Advise and support in the marketing strategy especially online using social media platforms to increase online presence, generate online traction and orders, and create new revenue streams
- Support in customer service

Internships & Projects

Lebanon, Beqaa

- **Lilovi** – produce hard candy prototype from honey (December 2021)
- **Kassatly Chtaura** – at Quality Control Department: Brewery, Winery, and Wastewater Treatment Plant (August 2019)
- **Skaf Farm** – at the dairy factory in the production department (labaneh, laban and the Lebanese cheeses) & quality control department (July 2018)
- **Domaine of Taaneyil** - at the dairy factory in the fields and the cow farm (July 2017)

Trainings, Certificates, Volunteering

- **Lebanese Export Academy program (Nov-Dec 2022)**

Certificates in:

- Export readiness and Introduction to the export plan
- Market research
- Export marketing strategy
- Digital marketing plan
- Quality requirements and standards
- Freight and logistics
- Export pricing and costing
- Export procedures and documentation
- Financing and payments terms
- **Saint Joseph University with Berytech (2019)**
Won the first prize in the Startup Project which focused on helping the farmers to reduce the surplus of local apples produced
- **Saint Joseph University**
 - Participated in the training session about Business Plan, provided by the professional integration service (2019)
 - Participated in the Model Youth Parliament Simulation (2018)
 - Volunteered in the Opération 7e Jour and participated in reforestation and biodiversity protection events in Lebanon (2016-2017)
 - Member of the pastoral club: helping and visiting the elderly, entertaining and helping the children of Foyer De l'Amitié with their homework on a weekly basis and arranging a Christmas dinner for them (2016-2017)
- **École de la Paix des Pères Antonins (2018)**
Conducted a session to elementary students about "How To Eat Healthy"

- **Donner Sans Compter DSC (2017 – 2018)**

Volunteered in organizing and helping with many blood drives, and helped with recruiting new members

Any documents or references are presented upon request.