

## EDUCATION

### HEC-PARIS, PARIS, France

Master in Management - Grande Ecole (Major in Strategic Management)

09/14 – 06/17



### American University of Beirut (AUB), BEIRUT, Lebanon

B.A. in Economics

09/11 – 06/14



## EXPERIENCE

### Vintage Fine Wines And Spirits, G.Bocti – BEIRUT, Lebanon

#### Head of Vintage Wine Cellar

- Led the relaunch of Vintage online via its e-commerce re-lift and its shift from LBP to USD through shopify tools
- Developed a new strategy to reach new customers via social media awareness campaign and paid media
- Created new content to educate and engage current database and increase conversion

02/23- Present



### TotalEnergies – BEIRUT, Lebanon

#### Head of Shop, Food and Services Unit – Marketing and Services

- Managed a team of 5 people responsible for back-office and front-office operations for all non-fuel related activities on Total's network.
- Led the shift in the supply strategy of a network of 32 "Bonjour" convenience stores: increasing the margin from 16 to 24%.
- Actively hedged against hyperinflation: increase in the margin on tobacco from 1.5% to 5.75% and alcohol from 13% to 25%.
- Creation of partnerships with the main market players: banks, cafes and fast food operators in order to enrich the consumer offer on station.

07/20- 01/23



### TOTAL – BEIRUT, Lebanon

#### Business Developer and Optimizer –Marketing and Services

- Managed new retail investment projects, optimization of the subsidiary's existing assets and oversaw the launch of new products.
- Assessed the market potential for renewable energy products (electric vehicles, hybrids, etc.).
- Solarization project manager: Installation of solar panels on the Total network.
- Compilation of the strategic response to the crisis (devaluation of the local currency) by reducing the company's exposure and by closely monitoring customer credit terms.

08/18- 07/20



### THE BOSTON CONSULTING GROUP (BCG), DUBAI, United Arab Emirates

#### Associate

- Planned and launched a new employment subsidies program for a government entity in the Gulf.
- Implemented a strategy to increase employment among women.
- Close collaboration with Saudi government teams to improve an existing e-learning platform.
- Assessed different options to develop a new course offering, recruit users and adapt to the needs of the online education market.

09/17 – 08/18



### BNP PARIBAS –PARIS, France

#### Junior Cash Management Proposal Manager

- Managed multiple requests for proposals and information on global treasury management activities related to large international CAC 40 companies, DAX, DOW Jones, and other multinationals.
- Participated in the testing and deployment of a new statistical tool to monitor the team's activity pipeline.

01/17 – 09/17



### PROCTER AND GAMBLE, PARIS, France

#### Junior Product Manager – Shave care

- Developed a new online strategy for the BRAUN digital ecosystem.
- Managed the planning and execution of Christmas marketing (media, in-store, online, "go to market").
- Assessed and evaluated new sales channel opportunities and product mix proposal.

06/15 – 07/16



## INTERESTS AND LANGUAGES

- Member Scout of the association Scouts du Liban, Beirut, Lebanon
- Member of HECèdres, The Lebanese Association of HEC Paris
- Languages : **English** (IELTS 7.5), **Français** (native), **Arabic** (native)
- IT Skills: Experienced in the use of Microsoft Office programs (such as M.PowerPoint, M.Excel including VBA, ...), **SPSS Statistics**, **Power BI**, **Nielsen** and **Shopify**

2003 – 2014  
2014 – 2017