

Tala El Hachache

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A Business Administration graduate with various work experiences, specialized in Luxury Businesses from Polimoda Fashion School in Florence, Italy. Highly enthusiastic about beauty, luxury, and fashion. Consistently seeking opportunities to expand my skillset and knowledge that would enhance my portfolio and broaden my expertise.

Education

Polimoda

Master's in Luxury Business in partnership with Richemont Group - [Projects](#)

Areas of knowledge: Buying, Branding, Merchandising, Luxury Goods (Leather, Watches, Jewelry, Hotels), Digital Marketing, Customer Experience, Financial Management, and Graphic Design

Florence, Italy
Apr 22 - Dec 22

American University of Beirut

Master's in Business Administration (MBA) – **GPA:** 4.1/4.3
Beta Gamma Sigma Honor Society

Beirut, Lebanon
Sept 20 - Oct 21

American University of Beirut

Bachelor's Degree in Business Administration
Double concentration in Marketing and Entrepreneurship & Family Businesses - **GPA:** 84.3/100

Beirut, Lebanon
Sep 15 - Jun 19

International School of Choueifat - SABIS

High school Diploma

Doha, Qatar
May 15

Work Experience

La Bella Luce Candles

Co-Founder

- Create engaging content on social media page – Photography and Edits
- Handle the different distribution channels – Social Media Channel, Third Party E-commerce, and Retailers
- Collaborate with other businesses to promote the brand

Beirut, Lebanon
Feb 23 - Present

The Case Hub | OSB | American University of Beirut

Academic Assistant

- Promote the case method teaching approach in the Arab MENA
- Plan and execute social media content & events to create a community of case writers

Beirut, Lebanon
Mar 23 - Present

Chedid Re

Junior Broker-Marine & Specie

- Communicated with cedants & targeted reinsurers to obtain binding agreements
- Reviewed agreements to ensure compliance with applicable internal policies and procedures
- Worked on re-canvassing markets with renewals for better support terms & adhered to clients' needs on mid-term changes

Beirut, Lebanon
Nov 19 - Aug 20

Impact BBDO

Community Manager

- Managed brands social media platforms and supported clients' needs
- Studied customers' interactions on posts and overall online brand performance

Beirut, Lebanon
Sept 19 - Oct 19

Holdal Abou Aadal Group

Sales & Marketing Intern- Perfume & Cosmetics department, Internship award nominee

- Worked with luxury cosmetics and skincare brands: Estee Lauder, Clinique, Bobbi Brown, and Tom Ford
- Conducted a full study on bringing a new brand into the Lebanese market as internship project

Dekwaneh, Lebanon
Jun 18 - Jul 18

Competitions, Trainings and Activities

Deloitte Start-up Competition

Third place winner

- Introduced a start-up business idea as part of the 'Financial Innovation & Start-up' course hosted by Deloitte at Polimoda

Florence, Italy
Nov 22

Byblos Bank competition

First place winner

- Created an improved business strategy for a Lebanese SME

Beirut, Lebanon
Mar 19 - Apr 19

L'Oreal Hackathon Competition

Top 30 final participants

- Created an innovative digitalized business strategy for one of their skincare brands

Beirut, Lebanon
Nov 18

Unilever- The Quest Competition

Winner of the business case competition in phase 2 and selection for phase 3: The Country Talent Championship

- Created a solution strategy for the case competition as part of effective teamwork

Beirut, Lebanon
Nov 17- Dec 17

Additional Skills

Languages: English (Fluent) • Arabic (Fluent) • Italian (Beginner)

Other skills: Leadership, Communication, Digital marketing and Problem-solving