

VIVIANE KHOURY

Sed El Bouchrieh · +961 3 523579

DOB: 05/02/1980

khouryviviane@gmail.com · www.linkedin.com/in/viviane-khoury-3697b116 ·

MARKETING, HOTEL & F&B , EVENTS AT CORAL BEACH HOTEL & RESORT

In November 2022 was my return to the hospitality industry and to the hotels and F&B marketing, my main role as Marketing Director at the Coral Beach Hotel & Resort was to change the hotel vision and to revive the old in a modern way, through marketing activities, promotions and events, whether at the resort or at the different F&B outlets and by implementing new promotional ways. An Advanced Digital Marketing Course is being done for the next 4 months to keep up with the latest trends.

IT, TELECOMMUNICATON, NETWORKING , CISCO EXPERIENCE

In 2018 I started my career in the IT and specifically in a CISCO partner company, built partnerships with many leading ICT companies, notably Cisco, to provide our customers end-to-end digital solutions to cater for their complex and unique business needs. Gained the experience in the telecommunication and IT sector, engaged in different courses with CISCO and specialization to have the full knowledge to help customers build their digital strategy and guide them on how to achieve this vision.

HOSPITALITY SECTOR EXPERIENCE

With my experience in hospitality industry in UAE and Lebanon I gained a strong experience in sales & Marketing that delivered expected business results, boosted sales and revenue generating through creative ideas and promotions.

- Represented the MENA hotels and the company in local and international travel and tourism exhibitions, closing deals and establishing contracts.
- Established the Sales & Marketing department in newly opened hotels, assisted the General Manager to recruit the team and training them.
- Pre-opening and task force for more than 10 new hotels per year whether newly opened or acquired where re-branding is involved.
- Increased the Golden Tulip MENA Hotels exposure worldwide through advertisement, press releases and interviews with the major travel magazines.
- Attended the GM course that is organized by U university of Louvre Hotels group

- Having contributed in Hotels openings in many countries across the MENA region, acquired different culture knowledge, sales and Marketing knowledge for different markets
- Close and strong relationships with the local and Regional media as well as with the travel and tourism conferences organizers.

EXPERIENCE

NOVEMBER 2022 TILL DATE

DIRECTOR OF MARKETING, CORAL BEACH HOTEL & RESORT, LEBANON

- Designing and implementing comprehensive marketing strategies to create awareness of the Hotel and Restaurants
- Supervising the department and providing guidance and feedback to other team members
- Producing ideas for promotional events or activities and organizing them efficiently
- Plan and execute the marketing and events calendar for the year and based on seasonality
- Plan and execute the digital marketing
- Monitor the performance of all digital marketing platforms and set the promotions and activities accordingly
- Plan the F&B outlets promotions and events
- Plan the activities throughout the year and monitor the trends in hospitality and F&B
- Monitoring Social Media plans and activities
- Coordinating with the agency and graphic designer
- Organizing photo shooting
- Launching events & promotions whether at the resort or at the F&B outlets

FEBRUARY 2018 TILL NOVEMBER 2022

ACCOUNT MANAGER, NETWORK CONSULTING OFFICE , LEBANON

NCO is a CISCO partner company, with offices in Lebanon & Dubai

Main responsibilities are handling major accounts and following up on their needs in terms of data and network.

Being new in the telecommunication field, part of the time was dedicated for CISCO trainings and exams.

Part of my responsibilities was looking of new customers and projects. Working as sales and pre-sales for Dubai and Lebanon I was able to develop skills in this new field and apply for CISCO certifications after intensive trainings and learnings.

Selected Accomplishments:

- Keep up and adapt with technology changes happening around the clock and help our customers adopt new technologies based on their business requirements.
- Providing around the clock world class support to our customers and partners.
- Accelerating our customers Digital Transformation journey
- Engage with customer business and technical stakeholders to help them build their digital strategy and guide them on how to achieve this vision.
- Sales & Pre-Sales, coordinating with our technical team to design and build the solution in various technologies and based on customer needs

JANUARY 2017 – JANUARY 2018

OPERATIONS MANAGER, WARWICK STONE 55 HOTEL- ZALKA, LEBANON

Responsibilities include managing the hotel and in charge of all departments and operation, overlooking the kitchen, F&B, sales & Marketing, Front office & reservation, Housekeeping, Maintenance, accounting Reporting directly to the owner, managing all departments cost and deeply involved with the sales department, helping them in sales calls and managing some big accounts.

Selected Accomplishments:

- Budget preparation
- Launching promotions and collaborations
- Managing costs and expenses
- Maintaining and achieving profit return to the owner
- Guests relation, by being present most of the time at the front office
- Managing the rate structure to maintain rate parity
- Involved with sales activities and groups requests
- Housekeeping follow up, especially cost wise
- Accounting, payroll and all related
- Front office and reservation day to day follow up
- Branding & Marketing
- Social media planning

NOVEMBER 2011 – MARCH 2016

REGIONAL SALES & MARKETING DIRECTOR, LOUVRE HOTELS GROUP/ GOLDEN TULIP HOTELS MENA- UAE

Golden Tulip MENA is the head office of all Golden Tulip Hotels in the Middle East & North Africa including Georgia and Kyrgyzstan, Golden Tulip is part of Louvre Hotels Group that is based in Paris

Responsibilities include development and execution of the sales/marketing for the MENA region, in addition to increasing the brand awareness in this region. Responsible for setting the yearly marketing plan for the MENA, as well as, reviewing the hotels plans. Managing the media plan, in addition to developing and rolling out all the promotions, within the same country for different hotels, ensuring brand consistency. Develop and

supervise all digital marketing plans and public relations activities undertaken to enhance and strengthen the corporate image in the market/region. Liaising between the hotels for potential deals, ensuring hotels are following the brand standards and adhering to it to maintain the brand consistency.

Selected Accomplishments:

- Contributed to the hotels revenues
- Successfully launched major promotions and packages for the hotels.
- Increased the awareness of the hotels whether through PR/advertisements within the same country
- Developed, with the local agency, effective advertising campaigns, that included in many cases below and above the line.
- Reviewing the business plan of the hotels
- Pre-openings of more than 10 hotels per year under the Golden tulip MENA, setting the sales & marketing department, recruiting, training.
- Setting the sales strategy for the newly opened or acquired hotels including business mix and budget to ensure that the right budget based on each market is set to achieve.
- Follow up on the productivity of sales departments
- Setting strategies for hotels in need to increase business, budget and ADR
- Introduced the digital marketing/social media/PR/influencers and bloggers to the hotels marketing plan
- Representing the hotels and the company in major travel and trade shows such as ITB, WTM, ATM and participating in road shows.
- Represented the Golden Tulip MENA in several seminars, conferences and workshops
- Branding and creating standards and guidelines
- Social Media Planning

JANUARY 2014 – DECEMBER 2014

OPERATIONS MANAGER, GOLDEN TULIP LILI'S RESORT & SPA – ALEY, LEBANON

GOLDEN TULIP LILI'S IS THE NEWLY ACQUIRED PROPERTY FOR GOLDEN TULIP HOTELS IN THE MENA REGION, IN MOUNT LEBANON CONSISTING OF ROOMS, BOWLING CENTER, HEALTH CLUB, SPA, RESTAURANTS AND SWIMMING POOLS.

In addition to my role as the regional director of Marketing during this period, I was assigned for the Golden Tulip Lili's pre-opening. The responsibilities include the pre-opening phase where I was in charge of all the necessary purchases as start to open and operate the hotel from rooms to other F&B and entertainment outlets, to equip them as per the company and hospitality standards, working with a pre-opening team for the period of 3 months and having a period of 1 month soft opening, until organizing a grand opening, having the hotel open and officially operating under the 4 star category

Selected Accomplishments:

- Pre-opening budget preparation
- Budget preparation
- Recruiting
- Developing and training
- Day to day hotel operation
- Kitchen follow up
- F&B and banquet events follow up
- Follow up on the productivity of sales departments
- Setting internal hotel rules and regulations
- Finance follow up/ store/payable/receivables/bank reconciliations/income audit

NOVEMBER 2009 – NOVEMBER 2011

**SALES & MARKETING MANAGER, GOLDEN TULIP DIBBA,
GOLDEN TULIP KHASSAB, GOLDEN TULIP AL JAZEERA
(GHANTOOT) DUBAI, UAE**

DEFINED AND IMPLEMENTED THE SALES & MARKETING STRATEGIES FOR THE HOTELS THAT THE GOLDEN TULIP HAVE IN OMAN AND UAE, CONTRIBUTED TO INCREASE THE SALES BUDGET. MANAGED AND EXECUTED THE MARKETING PLAN. ACTIVELY PARTICIPATED IN IDENTIFYING AND QUALIFYING MARKET OPPORTUNITIES AS WELL AS CONDUCTING SALES MEETINGS TO INCREASE THE OVERALL DEALS AND REVENUE

Selected accomplishments:

- Successfully launched new packages, which notably contributed to the total growth of revenue through the implementation of highly effective marketing campaigns.
- Handling the corporate and consortia for the hotels, conducting 6 to 7 sales calls per day in the main free zones of Dubai and RAK in addition to handling the government and the sports clubs of UAE and Muscat
- Represented the resorts in major trade shows
- Organizing events for big companies
- Developing combined advertisements and marketing activities for the hotels
- Monitoring the social media platforms, increasing the e-commerce awareness and fans
- Coordinating with sister hotels for joint sales calls to potential accounts, cross selling and marketing through special packages and offers

JULY 2008 – NOVEMBER 2009

SALES MANAGER, SAMAYA HOTELS & RESORTS -DUBAI, UAE

Assist the Director of Sales with the development and implementation of sales and marketing strategies for the hotel, including securing new accounts and maintaining existing accounts, to maximize the profitability of the hotel and maintain customer satisfaction.

Selected accomplishments:

- Successfully introduced the new hotel to the market
- Established client base of organizations, associations, and corporate businesses through direct outside and inside sales effort
- Develop and maintain relationships with key clients in order to produce group and/or convention business
- Conduct tours of the hotel and banquet facilities and entertains qualified potential clients.

FEBRUARY 2004 – JUNE 2008

SALES EXECUTIVE, PEAKS/PLAY SYSTEMS INTERNATIONAL, LEBANON

A company based in Lebanon, specialized in the marketing and distribution of Entertainment Systems and children playground in the whole area of the Middle East.

Worked within a team environment to carry out a full range of sales functions. Targeted various clients through collecting data. Handling Qatar, Kuwait, Egypt and Bahrain markets.

Selected accomplishments:

- Traveled to Qatar, Kuwait and Egypt several times each year for sales trips and for closing deals.
- Worked with major QSR in these 4 countries: McDonald's, Burger King, Americana, Al Tazaj and many others in addition to shopping malls and parks...
- Handling the clients order from designing his playground, managing his shipment, clearing the goods to after sales follow up.
- Attended McDonald's Convention in March 2007 in Sharm El Sheikh- Egypt

EDUCATION

2004

BACHELOR IN BUSINESS ADMINISTRATION – SALES & MARKETING, U.S.E.K UNIVERSITY OF HOLY SPIRIT, KASLIK LEBANON

1999

HIGH SCHOOL DIPLOMA, NOTRE DAME DES APOTRES

SKILLS

- Strong communication skills
- Fast learner
- Good knowledge in digital platforms
- Microsoft office knowledge
- Ability to adapt in any new sector
- Networking • Cisco Systems Products • Telecommunications
- Hotels • Resorts • Hospitality Industry
- Sales & Marketing skills • Digital
- Creativity in Marketing plans / ideas and in Social Media
- Presentation skills
- Strong negotiations skills leading to closing deals

COURSES & LEARNINGS

- DIGITAL MARKETING COURSE FOR HOTELS & RESTAURANT WITH AMIDEAST BY JOSPEH YAACOUB A CERTIFIED DIGITAL MARKETING STRATEGIST & TRAINER

ACTIVITIES

Skiing – Tennis
Fluent in Arabic, English & French