

Yasmine Khatib

EDUCATION

Istituto Europeo Di Design

Masters in Fashion Marketing

January 2017 - December 2017 | Milan, Italy

Lebanese American University

Bachelor in Business Administration

Double Emphasis: Marketing – International Business

September 2011 - June 2015 | Beirut, Lebanon

Lycée Abdel Kader

French Baccalaureate (Economics/Sociology)

Year 1996 - 2011 | Beirut, Lebanon

PROFESSIONAL EXPERIENCE

Founder & Designer | FOR THE LOVE Atelier

January 2018 - Present | Beirut, Lebanon

- o Kidswear startup project: planning, implementation, management & evaluation
- o Manage internal functions: purchase of raw material, design & manufacturing
- o Marketing strategy: pricing, promotion, online platform & aftersale services

Intern, Business Development | AZADEA Group

January 9, 2019 - May 9, 2019 | Beirut, Lebanon

- o Collected information on new trends/concepts on both regional & international level
- o Conducted market research for potential brands to franchise in the MENA region
- o Performed detailed market analysis on each of the brands
- o Developed reports of brands that are likely to be adapted in the MENA region

Trainee, Talent Management & Training | Bankmed s.a.l

September 14, 2015 - October 30, 2016 | Beirut, Lebanon

- o Assisted in the SHL assessment project
- o Assisted in the administration of the Retail Management Development Program & High Flyers Program (in partnership with PwC)
- o Responsible for the career planning process of bankmed staff
- o Assisted in delivering in-house training sessions on soft skills to bankmed staff

INTERNSHIP | M&C SAATCHI

September 1, 2014 - September 26, 2014 | Beirut, Lebanon

- o Client servicing department: Assisted in managing and controlling campaign/requests from clients, directly linking the agency to the client
- o Conducted research and projects in order to come up with new ideas for clients

INTERNSHIP | Transmed s.a.l

July 1, 2014 - August 28, 2014 | Beirut, Lebanon

- o Assisted Account Executives in negotiating shelf-shares in supermarkets/stores
- o Prepared plans for events/promotions of products and end-of-month presentations
- o Followed up on clients' statements of accounts and their orders from Transmed

INTERNSHIP | Bankmed s.a.l, Verdun Branch

August 1, 2013 - September 26, 2013 | Beirut, Lebanon



Beirut, Lebanon



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SKILLS

MS Office

Adobe: Photoshop / InDesign

Photography

Presentation

Communication

Team-Building

Public Speaking

Market Research

LANGUAGES

Arabic | Fluent

English | Fluent

French | Fluent

Italian | Intermediate

WORKSHOPS

Member

Rotaract Club of Beirut Center

Year 2012 - Year 2014

Secretary: 2013 - 2014

Participant

Rotary Youth Leadership Awards

Theme: "Shape Your Future" Ehden

21/03/2013 - 24/03/2013

Country Club, Lebanon

Theme: "Take The Lead"

21/11/2013 - 24/11/2013

Ehden Country Club, Lebanon