

# ELIE MRAD

## DIRECTOR OF SALES & MARKETING



### PROFESSIONAL SUMMARY

Experienced and results-driven sales professional with an extensive background in the hospitality industry across Lebanon, Qatar, and UAE. Proven expertise in driving sales, marketing strategies, and revenue growth while leading pre-opening operations for luxury hotels. Committed to leveraging my experience to achieve organizational goals and secure a dynamic, challenging role that supports my professional growth and career aspirations.

### CONTACT

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🔗 : [LinkedIn Profile](#)

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### WORK EXPERIENCE

#### **Pre-Opening Director of Sales & Marketing | April 2024 - present** **voco Beirut Central District**

- Preopening Sales and Marketing Strategy:
  - Develop and execute a comprehensive preopening sales and marketing strategy to position the hotel competitively in the market and achieve optimal occupancy and revenue upon opening.
- Market Research and Positioning:
  - Conduct in-depth market analysis to identify key competitors, target demographics, and unique selling points to establish the hotel's market positioning in line with voco brand standards.
- Preopening Budget and Forecasts:
  - Prepare and manage preopening sales and marketing budgets, revenue forecasts, and business plans to ensure smooth financial operations leading up to the opening.
- Team Recruitment and Training:
  - Recruit, onboard, and train the sales and marketing team to align them with IHG's standards, voco brand values, and the hotel's strategic goals.
- Brand Awareness Campaigns:
  - Plan and implement brand awareness campaigns, including PR, social media, and digital marketing, to generate excitement and anticipation for the hotel's opening.
- Stakeholder Engagement:
  - Establish strong relationships with local businesses, government authorities, travel agencies, and corporate clients to drive early business opportunities.
- Sales Collateral Development:
  - Oversee the creation of sales collateral, promotional materials, and digital assets that reflect the hotel's unique offerings, including MICE facilities, leisure amenities, and F&B outlets.
- Key Account Acquisition:
  - Secure key corporate accounts, leisure travel agencies, and event planners to ensure strong bookings pipeline prior to the opening.
- Revenue Management Collaboration:
  - Partner with the Revenue Manager to develop pricing strategies, room categories, and distribution channels to optimize preopening and launch revenue.
- Digital and Social Media Presence:
  - Establish the hotel's online presence, including a dedicated website, booking platforms, and social media profiles, ensuring alignment with IHG's digital strategy.

- Coordination with IHG Corporate:
  - Work closely with IHG's regional and corporate offices to ensure all preopening sales and marketing activities align with brand guidelines and corporate expectations.
- Media and Public Relations:
  - Build relationships with media outlets and influencers to secure coverage and create buzz around the hotel's launch.
- Preopening Systems Setup:
  - Oversee the implementation of sales and marketing systems, including CRM platforms, booking systems, and reporting tools, to ensure operational readiness.
- Opening Readiness Report:
  - Prepare regular updates and preopening reports for senior management and IHG corporate teams, highlighting milestones, challenges, and action plans.
- MICE and Event Planning:
  - Develop a preopening strategy for selling meeting rooms, ballrooms, and the auditorium, focusing on corporate events, weddings, and private functions.
- Collaboration Across Departments:
  - Coordinate with other preopening departments (F&B, Rooms Division, Spa, and Engineering) to align sales and marketing efforts with operational readiness.
- Local Community Integration:
  - Build relationships with the local community to position the hotel as a key player in the region's hospitality scene.

**Director of Sales & Marketing | January 2022 - April 2024**  
**Radisson Blu Martinez Hotel Beirut**

- Sales:
  - Lead the Sales Team by providing clear direction on individual and team action plans with an emphasis on results-based activities.
  - Maintain a detailed knowledge of industry trends, developments, competitor activity and other external factors that have a direct bearing on RHG standards.
  - Set and review sales revenue targets by market segment and develop strategies to achieve identified outcomes for RHG set segmentation.
  - Conduct regular sales team meetings to review month-to-date and year-to-date performance against forecast.
  - Manage relationships with key business partners including GDS representation, General Sales Agents, third party websites, and travel management companies (TMC's).
  - Co-ordinate close frequent and open communications between Regional Director of Sales & Marketing (Corporate Sales) and the property.
  - Deliver presentations to the owner's appointed representative and/or senior RHG executives as required.
  - Effective implementation of the business plan. Review and update as and when required. Achieve budgeted revenue targets across all revenue streams.
  - Preparing the annual business plan, revenue and financial budget.
- Marketing:
  - Implement effective promotional activities that support business plan using social, online, B2C and B2B channels. Position the property in all sales and marketing collateral, advertising, editorial content, sales contacts and direct marketing activities
  - Consult with a Marketing third party agency to develop marketing and collateral concepts that support the brand positioning in accordance with the business plan.

**Assistant Director of Sales | November 2019 - December 2022**

**Senior Sales Manager | August 2018 - October 2019**

**Radisson Blu Martinez - Beirut**

**Senior Sales Manager | October 2016 - January 2018**

**Sofitel Jumeirah Beach Hotel Dubai**

**Sales Manager | January 2015 - September 2016**

**Radisson Blu Media City - Dubai**

## **ACADEMIC HISTORY:**

2006 – 2010: Bachelor's Degree in Hospitality Management from Lebanese University Jnah

2005 – 2006: Baccalaureate in Economy & Sociology from Chiyah High School

## **SPOKEN LANGUAGES**

Fluent in Arabic, English and French

## **DIGITAL SKILLS**

Opera system, Sales Force, Travel click, Meeting broker, cvent, Lanyon, Lighthouse, Ideas pricing system, STR, Canva, Koddj, Outlook

## **AWARDS AND CERTIFICATION**

### **Certification of Pre-Opening**

voco Beirut Central District

### **cvent Supplier Network**

Radisson Blu Martinez Hotel Beirut

**References are available upon request**

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