



## ***Nour K. Rabah***

*Market Research Specialist*

*Retail Advisor*

*Business Development*

*Office Management*

00961 70 30 16 40

[nysf@mission235.com](mailto:nysf@mission235.com) ; [nour\\_rabah@live.co.uk](mailto:nour_rabah@live.co.uk)

### **Career Introduction**

Market Research Specialist with 10+ years of Experience in Retail Advisory, including business development, office management and business coordination; developing my skills and putting it together with smart work and dedication to add successful achievements to my career plan.

### **Personal Attitude**

- Well organized
- Quick Learner
- Attentive to details
- Dedicated to individual & group success
- Positive, can shift problems into useful experience
- Patient & enduring within hard circumstances
- Good communication skills
- Attentive to time management
- Skilled in planning, Budgeting, analysing, team-working, negotiating and decision making.

### **Work Experience**

1. Head of Research & Business Development– Retail/ Partner  
***Mission235 Marketing & Retail Consultants***  
***Lebanon, Egypt & GCC, May 2021 till present***

#### **Responsibilities:**

- Create business solutions, conduct market analysis, and discover new market niches using qualitative and quantitative primary source research techniques, such as focus groups, key informant interviews, and surveys.
- Implement business strategies and retention plans
- Improve customer satisfaction
- Conduct market surveys, data collection, data management and analysis & produce related reports
- Prepare Proposals & Contracts
- Create Merchandising mix and Leasing Strategies of the retail projects.
- Create rent base reports, budgeting, and projections.
- Oversee the annual work plan & budget's implementation and provide direction, guidance & technical support.
- Help creating manuals related to retail projects like tenant fit-out manuals and operations manuals.
- Develop forms and templates for business need
- Develop RFPs for Facility management service providers
- Maintain an organized data base and use it as needed
- Monitor the office workflow, distribute and follow up on tasks
- Monitor the company's financial audit
- Handle the official communication with clients and follow up accordingly

- Liaise with various departments to maintain a smooth tasks' delivery
- Seek for new business opportunities.
- Ensure efficient workforce planning and prompt hiring
- Manage the performance of employees.
- Give continuing performance and career development feedback; and ensure that coaching and performance evaluations are completed on schedule.

2. External Recruitment Officer

***Cardiff Metropolitan University Office at Modern University of Business & Science***

**Lebanon, September 2023 – till present**

Reporting to the British Program Coordinator, with responsibilities including:

- Developed and implemented a strategic business plan to market British academic programs in Lebanon and the MENA region.
- Built and maintained a lead-generation database to track prospective student engagement.
- Helped in creating targeted marketing materials, including presentations, testimonials, and digital brochures tailored to diverse audiences.
- Represented the program at education fairs, special events, and open days to promote offerings and build brand awareness.
- Coordinated with faculty and students to ensure smooth delivery of program information and alignment with academic standards.
- Delivered customized presentations to HR departments of companies across Lebanon and the region, showcasing program benefits for employee development.
- Managed follow-up communications with prospects, guiding them through the registration and enrollment process.

3. Office Manager & Leasing Agent

***KAD commercial property management***

**Egypt, Cairo - October 2017 – May 2021**

Reporting to the Managing Director, handling the following:

- Maintain executive's appointment schedule by planning and scheduling meetings, conferences and teleconferences.
- Attend meetings with senior managements in order to Take minutes and follow up on actions with team
- Draft correspondence using emails or official paper communications
- Review manager's email on a daily basis, and responds as appropriate based on manager's input
- Coordinate with various departments, clients and various entities as needed and collects data
- Perform analysis of collected data and generate needed reports
- Develop forms and templates for business need
- Perform internet searches as needed to collect needed data
- Create and update presentations with input from manager
- Translate documents as needed
- Keep management informed by reviewing and analyzing special reports; summarizing information; identifying trends.
- Maintain a variety of databases as needed
- Create Excel sheets with sophisticated formulas, and maintain simple budgets, and create charts and graphs.
- Ensure operation of office equipment by completing preventive maintenance requirements
- Maintain an efficient electronic or physical filing system

- Provide information by answering questions and requests.
- Maintain stationary supplies, checks stock and places orders for supplies
- Protect operations by keeping information confidential.
- Make travel arrangements and bookings for manager, as requested
- Answer telephone calls, and take messages
- Perform some HR tasks as requested.
- May supervise the work and coach admins, where applicable
- Contribute to team effort by accomplishing related results
- Assist in reviews of new contracts and preparation of proposals
- Make posts to social media channels on company pages.
- Projects' Coordinator (clients' point of contact, make sure to follow the submitted time plan, coordinate with the client and third party agencies, coordinate with the finance dept. regarding the due payments and contracts renewal)
- Assist with the leasing efforts, (contact potential clients, follow up with them, prepare needed paperwork including proposal and contract, and work with finance to bill the client (mall landlord) until collection of the commission from client).

4. Admin Assistant, IT Department

***Qatar District Cooling Company***

**Qatar**, Doha - April 2012 – September 2015

**Tasks:**

Reporting to VP IT, handling the following:

- Procurement (PO and Petty Cash)
- Prepare and manage meetings, reports and documents
- Organize and coordinate internal and external meetings
- Take, type and distribute minutes of meetings
- Implement and maintain office systems
- Maintain schedules and calendars
- Handle incoming mails and telephone calls
- Set up and maintain filing systems
- Communicate verbally and in writing to answer inquiries and provide information
- Liaison with internal and external contacts
- Operate office equipment
- Manage office space
- Prepare monthly reports related to the IT Department.
- Plan and Monitor the Department budget and ensure to not exceed the limit of the allocated amount.

Event Coordinator

***Al Mashata Beauty Center and Spa***

**Qatar**, Doha - November 2011 – April 2012

**Tasks:**

Launch Media Campaign and Event Management

- Event planning & Execution
- Resourcing and coordination with suppliers of various services  
Inclusive of: Event Supplies, Decoration, Flower Arrangement, Catering, Production, Bands, Invitations, Gift items, Media Booking, Creative Agency, Photo-shoots and Ambassador Management.

- Monitoring the execution process
- Ambassador arrangements and management
- PR coordination and media invitations
- Ensuring client satisfaction within systematic reporting and evaluation
- Launch media planning, booking and publishing
- Monitoring creative collaterals, briefing, proposals and execution
- Supervising printing and production work
- Coordinating and arranging for photo opportunities which shows the client in good light

## 5. Internal Business Coordinator

### ***AiwaGulf Company***

**Kuwait**, Kuwait City - November 2009 – December 2010

#### **Tasks:**

Reporting to General Manager, handling the following:

- Employee performance management
- HR operations
- B2B communications with Channel Partners
- Assisting in Account Management
- Work flow and internal coordination among Aiwa Gulf's offices
- Administration and office management.

## 6. Internship

### ***Chamber of Commerce & Industry***

**Lebanon**, Beirut, Hamra St. - February – May, 2008 **Tasks:**

Researches & Studies Department, with training in:

- Team Leader to a group of 5 Surveyors
- Surveys' Inspection
- Data Sorting
- Reporting to Senior Research Analyst

## Education

2022 – 2025: **BA in Business Management Studies** at Cardiff Metropolitan University, UK in collaboration with MUBS, Beirut

2007- 2009: CNAM University, Beirut, Bir Hassan “statistics” - not completed

2006-2007: Maanieh High School, Beirut, “Experimental science”

#### **Additional:**

- SPSS Data Analysis Certification – by Modern University of Business and Science (MUBS) – dated Dec 2023
- Quality Management Systems Auditor/ Lead Auditor (ISO 9001:2008) certification – course given by BSI (IRCA certified) dated July 2014 - Qatar
- Perfect PA certification – Spearhead Training in September 2013 - Qatar

## Languages

	<u>Written</u>	<u>Read</u>	<u>Spoke</u>
English	V.G	V.G	V.G
French	Good	Good	Good
Arabic	Fluent	Fluent	Fluent

#### Computer Skills

- Microsoft Office 365 (word, excel, PowerPoint, outlook, teams)
- SharePoint
- IT support Helpdesk
- Oracle Fusion system
- SPSS
- Zoom

#### General Information

- Gender: Female
- Marital Status: Married
- Age: 35 years
- Nationality: Lebanese
- Driving license: Lebanon and International

**Note:** References are ready to be provided upon request.