

Loulwa Abou Abdallah

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PROFILE SUMMARY

A results-oriented professional with expertise in client relationship management and project coordination. Demonstrated ability to enhance campaign performance, optimize logistics, and manage projects from conception to completion within time, cost, and scope. Competent in working with cross-functional and global teams to promote cooperation and ensure operational efficiency. Skilled in human resources management, including hiring, training, and performance evaluation.

KEY SKILLS

- Effective communication and interpersonal skills.
- Strong ability in planning, with good organization and attention to details.
- Efficient time management of multiple projects across different business units.
- Demonstrated proficiency in prioritizing tasks, consistently met deadline.

EXPERIENCE

Morph Collective | Beirut, Lebanon

Account Manager

03/2023-Present

- Lead brand client relationships, ensuring smooth coordination with partner agencies and cross-agency teams.
- Collaborate with Activation leads to apply trends to brand strategies, resulting in an increase in campaign performance and in meeting or exceeding campaign deliverables.
- Track brand strategy progress and resource allocation, while driving innovation in media planning and campaign development.
- Guide coordination tasks, including strategy, annual planning, campaign architecture, and commercial initiatives, resulting in improvement in project efficiency.
- Manage the end-to-end finance process for brands, overseeing finance management and reporting, resulting in improving financial transparency.
- Oversee projects from conception to completion by developing comprehensive project plans, tracking progress, and ensuring execution within time, cost, and scope.
- Supervise the global team, fostering collaboration and ensuring processes run smoothly and timely.

HR and Office Admin

03/2023-Present

- Facilitate recruitment, onboarding, and training of staff, enhancing employee retention.
- Create and execute task load assessments determining how team members' workloads are distributed,
- Develop and put into practice assessment methods that ensure fair and transparent assessments while motivating staff to perform at their best,
- Monitor team performance, providing feedback and coaching as needed,
- Conduct thorough Full-Time Equivalent (FTE) assessments to examine the organization's resource allocation and employees' abilities.
- Maintain and update project documentation and HR records, ensuring compliance with company policies and regulatory standards.
- Support the development and implementation of HR initiatives that align with project and company goals.
- Handle administrative tasks related to project operations, including procurement of resources and liaison with vendors.

- Ensuring accurate and timely employee compensation (Processing payroll, including calculating wages, taxes, and deductions).
- Overseeing the process of employee absences, such as vacation and sick leave.

Shop4me | Beirut, Lebanon

Logistics and Operations Coordinator

03/2023-Present

- Oversee logistics operations, reducing delivery time by and improving efficiency.
- Coordinate transportation, distribution, and warehousing activities, ensuring timely deliveries.
- Monitor the delivery process and proactively communicating updates to customers.
- Address customers' queries and concerns promptly, guaranteeing satisfying customer experience.

MMA Shipping Group | Beirut, Lebanon

Procurement and International Logistics Manager

07/2022 - 01/2023

- Managed the accuracy and development of export papers, guaranteeing adherence to rules regulating international commerce.
- Supervised all aspects of foreign shipment logistics, including optimization of routes and carrier selection, guaranteeing prompt and efficient delivery.
- Oversaw the entire supply chain for imports from China, from the time an order was placed until it was delivered.
- Directed the customs clearance procedures, guaranteeing adherence to Chinese customs laws and addressing any issues with clearance.
- Enhanced client satisfaction by answering their inquiries, resolving problems, and providing information on shipments.

Metrics | Beirut, Lebanon

2021-2022

Team Leader

- Gathered and examined statistical data which helped in decision-making, and operational efficiency.
- Established cold and warm calls, effectively building relationships with potential customers.
- Developed and implemented efficient work strategies that matched business objectives, resulting in an increase in output and meeting goals.
- Supervised and mentored team members, improving collaboration and achieving departmental goals.
- Collaborated with teams on the field, encouraging open discussion and overcoming challenges.

EDUCATION

Sagesse University, Beirut, Lebanon

2015-2018

Bachelor Degree in Political Sciences and International Relations

Saint Joseph University (USJ), Beirut, Lebanon

2005-2009

Bachelor Degree in Law (interrupted)

College Saint Joseph Antoura, Jounieh, Lebanon

2005

Lebanese Baccalaureate in Literature and Humanities

LANGUAGE SKILLS

- **Arabic:** Mother tongue
- **English:** Fluent in speaking, reading and writing
- **French:** Fluent in speaking, reading and writing

COMPUTER SKILLS

- ClickUp | Hubspot Marketing Hub | Google Workspace | Metasuite | Jobber software | Zoho accounting system
Canva | Microsoft Office package (Word, Excel and Powerpoint, google forms)