

# Salem Loutfi

Project Coordinator | Event Planner | Sports Management

Email: salem.loutfi99@gmail.com  
Phone: + 961 70 541 877

Address: Beirut, Lebanon

## Personal Profile

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I am a dedicated project coordination and event planning professional with strong experience in organizing training camps, sports tournaments, and community initiatives. Skilled in stakeholder collaboration, facility development, and team leadership. With a background in hospitality and B2B2C, I bring excellent interpersonal and communication skills, combining creativity with structure to deliver impactful results.

## Experience

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### **B2B2C Executive at Philip Morris International, Lebanon, July 2025 - Present**

- Leading day-to-day operations across indirect retail stores, ensuring exceptional execution of brand standards, visual merchandising, and customer experience.
- Managing relationships with strategic retail partners and key accounts to drive 100% availability, prime visibility, and sell-through performance.
- Strategically negotiating new key account contracts by building trust-based relationships, aligning on mutual business value.
- Developing and executing retail activation plans and seasonal campaigns in collaboration with CX team.
- Managing and coaching field teams, including territory representatives, and managers and third-party employees, to enhance service quality and product knowledge.
- Analyzing sales data and operational KPIs to identify gaps, improve acquisition, and increase conversion rates.
- Overseeing inventory control and retail coverage to ensure optimal stock levels, implementing depletion strategies to manage aging inventory, and developing tailored launch plans to support the successful introduction of new products across retail channel.
- Ensuring compliance with internal policies and local regulations, particularly related to the marketing and sale of reduced-risk products.
- Supporting expansion strategy and new store openings, including location planning, staffing, and operational readiness.

### **Customer Care & E-commerce Executive at Philip Morris International, Lebanon, October 2024 – June 2025**

- Leading day-to-day operations across e-com channel, ensuring exceptional execution of brand standards, visual merchandising, and customer experience.
- Handle customer escalations coming from e-com channels and implement necessary actions to resolve their inconveniences.
- Executing activation plans and seasonal campaigns in collaboration with CX team.
- Overseeing inventory control and coverage to ensure optimal stock levels, implementing depletion strategies to manage aging inventory, and developing tailored launch plans to support the successful introduction of new products across e-com channel.

### **Project Coordinator at GAME, Lebanon, September 2023 – September 2024**

- Handled projects from planning to evaluating, showcasing strong organizational and analytical abilities. Engaging youth and community members in shaping project goals and activities.
- Managing administrative tasks, procurement processes, and documentation, ensuring smooth project operations.
- Designing and executing monthly communication plans in line with branch strategy and donor requirements.
- Cultivating positive relationships with donors, municipalities, and foundations, promoting effective communication and collaboration.

- Contributing to proposal writing by evaluating funding opportunities, designing projects, and crafting compelling proposals.
- Utilizing participatory design approaches to involve youth and community members in project planning and execution, ensuring program relevance and community ownership.
- Organizing and leading various street sports and cultural events, tournaments, training camps, workshops, and other special events in Lebanon, Denmark, Jordan, and Portugal.
- Managing schedules, reservations, and daily operational tasks effectively.
- Leading the development of internal platforms and tools, enhancing data collection and impact assessment capabilities.

#### **Field Officer at GAME, Lebanon, May 2021 - August 2023**

- Managed day-to-day operations.
- Oversaw administrative protocols and financial document collection for reporting.
- Reviewed and improved internal administrative workflows, such as procurement processes.
- Actively involved in procurement decisions, including tender creation and publication, as well as managing logistics and operational aspects.
- Implemented and supervised various street sports and cultural events, tournaments, training camps, workshops, and other special events.
- Supported the development of internal platforms and tools, enhancing data collection and impact assessment capabilities.

#### **Front Office at Kempinski Summerland Hotel & Resort, Lebanon, June - November 2019, July 2020 - April 2021**

- Greeted and welcomed guests with exceptional service, ensuring a positive impression.
- Efficiently managed guest check-in/out processes, following SOPs for accuracy.
- Responded promptly to guest inquiries and complaints, aiming for high satisfaction.
- Handled reservations and optimized room occupancy, adhering to SOPs.
- Performed cashier duties, maintaining accurate financial records per KPIs.
- Maintained front desk cleanliness and organization, presenting a professional image.
- Coordinated with other departments to enhance guest experience and resolve issues.
- Adhered to security protocols to ensure guest safety and protection.
- Met KPIs for guest satisfaction, check-in/out efficiency, revenue generation, and SOP adherence.

#### **Sales Associate at Maliks, Lebanon, November 2018 - May 2019**

- Provided exceptional customer service, resulting in a high customer satisfaction rating.
- Collaborated effectively with team members to achieve shared sales goals.
- Managed inventory levels for assigned product sections, ensuring timely restocking to prevent stockouts and maintain a positive customer experience.
- Resolved customer complaints effectively by actively listening to concerns, identifying solutions, and following up to ensure satisfaction.

#### **Food and Beverages Staff Member at Kempinski Summerland Hotel & Resort, Lebanon, June 2018- September 2018**

- Delivered exceptional customer service, resolving inquiries and requests promptly while maintaining a friendly and professional demeanor.
- Contributed to a positive team environment by collaborating effectively with colleagues to ensure smooth service for all guests.
- Promoted and upsold resort offerings to enhance guest experience and increase revenue.

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#### **Academic Background**

- BA in Hospitality Management, Lebanese University, 2017 – 2020
- BS in Hospitality and Tourism Management, Lebanese American University, 2016-2017

## Core Competencies and Skills

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Microsoft Office 365

Microsoft Power Automate

Quickbooks

Podio

Canva

Micros POS

Omega POS

Opera PMS

Meta Business Suite

Sales Force

ODOO

Coupa

## Languages

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English (Fluent)

Arabic (Native)

French (Basic)

## Additional Activities

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- First Aid 8 Hour Training – Lebanese Red Cross
- Volunteer at GAME Lebanon
  - Completed Playmaker training over a period of 5 years while leading weekly street sports activities in public spaces in Beirut.
  - Was part of an exchange program with volunteers from Denmark in August 2017.
  - Trainer in multiple Playmaker Camps to help train new volunteers in GAME on becoming playmakers both in Lebanon and Jordan.
- Delegate and Advisor at GCLAUMUN (United Nations Programs) from 2013 till 2016.
- Lebanese University Basketball Team from 2017 till 2018.