

Jessica Elias Atallah

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Professional Summary

With over 10 years of diverse experience in event planning, sales and marketing analysis, and administrative support, including 5 years of dedicated collaboration with HR and Learning & Development (L&D) departments. Passionate about fostering employee growth and engagement through impactful L&D initiatives such as workshops, book clubs, and career development programs. Proven ability to design and support training programs, enhance employee satisfaction, and contribute to a culture of continuous learning. Skilled in cross-functional collaboration, digital project management, and aligning strategies with organizational goals.

Key Skills

- Data Analysis and Reporting
- Event Coordination and Management
- Procurement and Supplier Management
- Employee Engagement and Training
- Dashboard Development & KPI Reporting
- Cross-Functional Collaboration
- Facilitation & Presentation Skills
- Microsoft Office

Professional Experience

Senior Sales Support Executive– MetLife

November 2012 – Present

Business Analytics

- Collaborating with cross-functional teams to streamline reporting and operational workflows, enhancing visibility into sales performance and team productivity.
- Developing and maintaining performance tracking dashboards, presenting real-time data insights to sales teams, enabling them to track progress against targets and optimize sales strategies
- Working collaboratively with senior management to analyze sales trends, identify areas for improvement, and provide actionable recommendations for enhancing sales team performance
- Collaborating with multiple departments, including the DAG team, to automate reporting processes and enhance operational efficiency.

Event Management

- Coordinating and executing various corporate events, including seminars, team meetings, and client-facing events, overseeing logistics, presentations, and coordination with vendors to ensure smooth operations

- Led the coordination of the Great Place to Work certification event in partnership with HR, overseeing all logistical elements and employee engagement initiatives to deliver a seamless and impactful experience for participants
- Managing internal and external event communications, including presentations and reports, to ensure alignment with company goals and provide clarity to stakeholders and participants

Procurement

- Managing procurement for events, negotiated pricing, and ensured cost-effective, quality outcomes
- Managing year-end gifts for employees and clients, coordinating with suppliers, ensuring legal compliance, obtaining quotations, and securing high-quality products, resulting in successful and cost-effective events
- Overseeing corporate event procurement, sourced suppliers, secured sponsorships, and managed vendor contracts
- Ensuring procurement compliance, reviewed documentation, and upheld company policies and standards
- Negotiating with vendors, ensured cost savings, and delivered quality goods on time

HR Support & Learning and Development

- Partnering with HR to implement recognition programs, boosting organization-wide employee satisfaction
- Training new employees in company policies and tools for effective onboarding
- Served as L&D Ambassador, developing initiatives to enhance employee development and engagement
- Analyzing employee satisfaction surveys, identifying improvement areas and implementing actionable strategies
- Ability to design engaging learning experiences and structured training programs tailored to organizational needs, using adult learning principles and modern instructional methodologies.
- Leading L&D initiatives such as the Book Club, “A Day in a Life” sessions, Career Workshops, and supporting the L&D department in preparing and coordinating internal workshops and training programs

Sales & Administrative Officer

Hallak Opticians | June 2009 - Oct 2012

Boutique Furla | June 2007 - April 2009

Education

Bachelor's degree in business studies & marketing– **Arab Open University**

Sep 2007 – June 2012 | Beirut, Lebanon

Certifications

- Public Speaking – Leag.Club-2025

Achievements

- L&D Ambassador Champion for 2024: Selected to collaborate with local and global teams to drive learning and development initiatives, ensuring the successful delivery of year-long activities
- Awarded a Trophy from HR and GM for exceptional support in organizing the Great Place to Work certification event, enhancing company culture and employee engagement
- Top-performing employee across MetLife for outstanding contributions, including supporting the globally live-streamed EMEA Agency Recognition Event
- Played a pivotal role in enhancing employee satisfaction by working closely with management to improve areas such as career conversations and employee recognition

Languages

- Arabic– Native
- English – Fluent
- French – Intermediate

References

Available upon request.