

LANA SOBH

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Beirut, Lebanon

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EDUCATION

Bachelor's degree

Biology & Political
Science
Finance

University of Toronto
Mississauga

Additional Courses Taken:

Financial Accounting
Foundations
Financial Statement Analysis

EXPERTISE

Organization and
prioritization

Problem-solving

Team leadership

Adaptability

Expert in Microsoft Office
Suite

Excellent communication skills

Multilingual in Arabic,
English and French

OBJECTIVE

Efficient Executive Assistant with experience in admin support, travel ops, and supplier coordination. Skilled in financial tasks, onboarding, and CRM/ERP setups. Acts as a key link between leadership, partners, and tech teams. Known for clear communication, reliability, and smooth workflow management.

WORK EXPERIENCES

CEO Executive Assistant

*Travel Bureau, Beirut, Lebanon
December 2023 - Present*

- Managed money transfers to suppliers and ensured smooth, timely transactions across UAE and Lebanese accounts.
- Handled company banking, including reconciliation of supplier payments, preparing financial reports, and maintaining accurate records.
- Led the integration of new ERP and CRM systems, coordinating implementation between departments and vendors for seamless rollout.
- Drafted and reviewed contracts for corporate agreements and strategic partnerships.
- Developed and maintained employee workflows and reporting systems to help define KPIs across departments.
- Acted as the primary liaison between senior leadership, tech support, and external partners to resolve platform issues and manage website content updates.
- Oversaw onboarding of new employees, coordinated training schedules, set up email and system access, and provided ongoing support.
- Supported strategic partnerships including the OMT–Travel Bureau collaboration, ensuring documentation, platform content (FAQs, About Us), and payment gateway (CCAvenue) integration.
- Assisted with UI/UX design reviews and testing for SaveTravels' application and TBXBooking platform.
- Participated in marketing tasks including banner creation, website design input, and blog content development.
- Reviewed and guided content for custom mailings, working closely with graphic designers to align visuals with campaign goals.
- Provided direct assistance to high-profile clients and executives, maintaining service excellence and attention to confidentiality.
- Coordinated platform setup activities (e.g., visa sections, review tags, Amadeus queues), and contributed to cross-departmental reporting and planning.

AWARDS

Perfect Attendance Award

Honor roll

WORK EXPERIENCES CONTINUED

Resource Manager

*GAC Aviation Services and Consulting, Mississauga, ON
December 2022 - December 2023*

- Monitoring day-to-day project activities and corresponding resourcing.
- Providing project managers with support when it comes to resource management issues.
- Knowing all the current and upcoming projects run in an organization and business development activities and being able to plan resourcing accordingly.
- Ensuring that the system management app operates reliably and efficiently, and is able to meet the needs of its users.
- Liaising with clients to gather all of the essential information required for the system to operate at peak performance.

Finance Trainee

*Brainnest Consulting, Bremen, Germany
January 2023 – February 2023*

- Calculated and applied profitability, liquidity, solvency, and shareholder-related market measures to analyze corporate performance
- Exhibited techniques for building a basic financial model in Excel and integrating financial statements such as the Balance Sheet, Cash Flow Statement, and Income Statement
- Learned the importance of incorporating financial ratios in business planning and compliance and making data-driven decisions
- Developed a financial projection model of five years

Internal Audits Manager

*GAC Aviation Services and Consulting, Mississauga, ON
May 2021 - December 2022*

- Contact airlines for their yearly audits and schedule them in with different auditors
- Assist with onboarding clients for yearly audits
- Ensure that auditors have the proper manuals specific to each airline to guarantee successful audit completion
- Book travel arrangements for each auditor while verifying all documentation and visas are up to date
- Respond to emails and requests as needed

Passenger Service Specialist

*gtaDNATA, Toronto Pearson International Airport, Brampton ON
January 2020 - March 2020*

- Computerize check-in, verify documentation, ticket, seat reservations seat assignments for passengers travelling on international flights
- Assist passengers by changing flights when cancellations occur
- Determine and implement necessary safety and security precautions for handling and storing dangerous materials, special cargo and baggage
- Escort wheelchair passengers and unaccompanied minors with parents through TSA and down to the gate
- Maintain safety in ramp operations through oversight of FAA procedures during passengers/aircraft process from the ramp and/or tarmac area