

Dana Makarem

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AREAS OF EXPERTISE

- ✦ Leadership and Team Skills
- ✦ Customer Service
- ✦ Business Development
- ✦ Communication and Public Relations
- ✦ Entrepreneurship
- ✦ Performance Management

OBJECTIVE

I am seeking a challenging and fulfilling full-time job opportunity, which would broaden my knowledge and hone my skills. An ambitious and hardworking multi-tasker, I am determined to add value to your team and ensure that tasks are completed with efficiency and persistence.

EDUCATION

American University of Sciences and Technology – Beirut, Lebanon

October 2007 – August 2010

Bachelor of Communication Arts

Courses include Marketing, Public Relations, Advertising, Human Resources, Journalism, Radio and Television.

Kornayel High School – Kornayel, Lebanon

October 2002 - June 2006

Life

Science

Baccalaureate

EXPERIENCE

Siira World – Miami USA; (Kantari-Beirut)

April 2024 – April 2026

Head of People Operations / Head of Recruitment

- Spearheading all HR functions including recruitment, performance management, workplace culture, and employee relations across a hybrid team of employees and contractors.
- Leading end-to-end talent acquisition strategies: from identifying hiring needs and managing job postings to interviewing, onboarding, and retention
- Collaborating with department heads to forecast hiring needs, improving organizational design, and ensuring optimal staffing levels
- Maintaining employee records, ensuring legal compliance, and managing policy development and implementation
- Initiating and coordinating trainings, feedback programs, and cultural initiatives to foster a positive, high-performing work environment
- Partnering closely with the CEO to execute people-centered strategies, supporting leadership decisions, and delivering cross-functional projects
- Managing contractor and vendor processes, including contracts, onboarding, and performance evaluations
- Designing and monitoring HR metrics, proposing enhancements to systems and workflows, and driving continuous improvement across people operations
- Championing communication, transparency, and inclusivity across the organization to build strong internal relationships and alignment

Geek Express – Kantari Beirut
HR Manager

January 2020 – March 2024

- Developing and implementing HR strategies and initiatives aligned with the overall business strategy
- Bridging management and employee relations by addressing demands, grievances or other issues
- Managing the recruitment and selection process
- Supporting current and future business needs through the development, engagement, motivation and preservation of human capital
- Developing and monitoring overall HR strategies, systems, tactics and procedures across the organization
- Nurturing a positive working environment
- Overseeing and managing a performance appraisal system that drives high performance
- Maintaining pay plan and benefits program
- Assessing training needs to apply and monitor training programs
- Reporting to management and providing decision support through HR metrics
- Ensuring legal compliance throughout human resource management
- Coordinating office activities and operations to secure efficiency and compliance to company policies
- Managing agendas/travel arrangements/appointments etc. for the upper management
- Managing phone calls and correspondence (e-mail, letters, packages etc.)
- Creating and updating records and databases with personnel, financial and other data
- Generating the company's financial reports using income and expenditure data
- Documenting financial transactions by entering account information
- Supporting month-end and year-end close process
- Contributing to a strong client relationship through positive interactions with client personnel
- Managing Colleagues

Kitchen Labo – Monot Beirut
Office Manager

July 2017 – December 2019

- Maintaining office services by organizing office operations and procedures; preparing payroll; controlling correspondence; designing filing systems; reviewing and approving supply requisitions; assigning and monitoring clerical functions.
- Screening and directing phone calls and distribute correspondence
- Organizing the office layout and order stationery and equipment
- Managing contract and price negotiations with office vendors, service providers and office lease ☐ Providing general support to visitors
- Planning and coordinating administrative procedures and systems and devising ways to streamline processes.
- Setting Schedule for meetings and appointments
- Ensuring that all items are invoiced and paid on time
- Providing Weekly – Monthly financial reports to the Headquarter Office
- Handling inventories, taking control in receiving goods and operating stocks

Defence 21 Magazine – Aley Mount Lebanon**October 2014 – June 2017****Assistant General Manager**

- Assisting General Manager in managing daily company operations to ensure positive, safe and profitable working environment.
- Planning and preparing work schedules and coordinate daily assignments and activities of associates to meet the needs of the business. Delegate tasks and follow-up as necessary. Responsibilities include supporting the GM in all areas, including preparation of the schedule.
- Managing direct reporting to General Manager related to financial, business, and administration matters.
- Booking transport and accommodation
- Organizing company events or conferences
- Preparing letters, presentations and reports
- Archiving

International Publishers – Achrafieh Beirut**April 2012 – September 2014****Telesales Representative**

- Communicating with clients to inform them about new products or promotions that are relevant to their needs or preferences
- Managing sale leads through achieving and exceeding KPIs
- Managing time to tackle various tasks mains
- Supervising sales executives, and giving them daily instructions and tasks

Byblos Bank (Teleperformance agent) – Achrafieh Beirut**October 2010 – March 2012****Customer Service Representative**

- Managing incoming calls and customer service inquiries
- Answering questions about account types and banking products, such as money market accounts, loans and credit cards
- Fulfilling requests by clarifying desired information; completing transactions; forwarding requests.
- Selling additional services by recognizing opportunities to up-sell accounts; explaining new features

American University of Sciences and Technology Studios – Achrafieh Beirut**August 2009 – August 2010****Assistant Manager**

- Monitoring equipment maintenance and the cleaning schedule
- Archiving previous recordings, answering phone calls
- Editing sounds and videos and making sure recording equipment is in full working order
- Maintaining positive and healthy connection and communications with students; respond to and report back to manager on any student needs and concerns □ Assisting students in their projects

_ Personal Attributes

- ✦ **Languages** Fluent in English and Arabic; Intermediate in French
- ✦ **Computer Skills** Microsoft Word, Excel, Access & PowerPoint
- ✦ **Hobbies** Travelling , Public Speaking, Swimming, Music

References available upon request