

ASSIL RABAH

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PROFESSIONAL OBJECTIVE: ACQUIRE A CHALLENGING MANAGERIAL POSITION IN A STIMULATING ENVIRONMENT WHERE I CAN APPLY AND ENHANCE MY KNOWLEDGE AND SKILLS, WHILE DELIVERING TO THE FIRM THE BEST OF MY EFFORTS AND PERFORMANCE.

PROFESSIONAL EXPERIENCE

SILKOR HOLDING – BEIRUT, LEBANON

NOVEMBER 2016 – SEPTEMBER 2017

BRANCH MANAGER – SOLIDERE BRANCH

- **MARKETING & SALES:** IMPLEMENT WEEKLY AND MONTHLY STRATEGIC SALES PLANS, CONDUCT DAILY SALES AND OPERATION ASSESSMENTS AND MONITOR EVERY TRANSACTION MADE IN THE CENTER.
CONTINUOUSLY PERFORM UP-SELLING AND CROSS-SELLING OF TREATMENTS, PACKAGES, PRODUCTS AND OTHER SERVICES IN ORDER TO REACH HIGHLY SET TARGETS.
PROVIDE EFFECTIVE, KNOWLEDGEABLE AND TAILORED CUSTOMER CONSULTATIONS.
ACHIEVE OUTSTANDING LEAD TO PROSPECT TO CUSTOMER CONVERSION RATES (ABOVE 90%) AND EXCELLENT OPPORTUNITY TO CUSTOMER CONVERSION RATES (ABOUT 80%).
PERFORM ROUTINE CLIENT OUTCALLS, PARTICIPATE TO RANDOM MARKETING AND SOCIAL EVENTS IN ORDER TO PROMOTE THE COMPANY'S SERVICES AND ENRICH THE CONTACT DATABASE.
ORGANIZE BRANCH'S SPECIAL VIP EVENTS PERIODICALLY.
ENCOURAGE AND PARTICIPATE IN BUSINESS DEVELOPMENT ACTIVITIES.
- **TEAM MANAGEMENT:** SUPERVISE AND DIRECT CENTER'S EMPLOYEES, PROVIDE TRAINING AND PERFORMANCE EVALUATION TO ENHANCE THEIR SALES AND CUSTOMER SERVICE SKILLS, WHILE KEEPING A SMOOTH AND MOTIVATING WORK ENVIRONMENT.
MONITOR AND FOLLOW UP ON TASKS, DUTIES AND PERFORMANCE OF ALL EMPLOYEES.
MANAGE EMPLOYEES' SHIFTS AND SCHEDULES AND REPLACE PRACTITIONERS IN CASE OF ABSENCE OR EMERGENCIES.
- **BRANCH OPERATIONS:** IMPLEMENT AND APPLY NEW PROCESSES AND TOOLS, TRAINING AND SALES METHODOLOGIES TO ENSURE OPERATIONAL SUCCESS.
ENSURE SILKOR'S STANDARDS, POLICIES AND PROCEDURES, RULES AND REGULATIONS ARE UNFAILINGLY APPLIED.
COMPLETE AND FILE ALL DAILY/WEEKLY/MONTHLY REPORTS REQUESTED BY THE HEAD QUARTER (INCLUDING BUT NOT LIMITED TO: DAILY REPORT; MONTHLY OPERATING REPORT (MOR), DAILY INQUIRY SHEET, ETC.).
HANDLE CLIENT PAYMENTS, MANAGE AND CONTROL STOCKS.
PROFESSIONALLY HANDLE CLIENT COMPLAINTS AND ANY INCIDENTS OCCURRING IN SILKOR CENTER PREMISES; IMMEDIATELY AND WITHOUT DELAY, REPORT ANY CONCERN/SETBACK/COMPLAINT FROM BOTH CLIENTS AND EMPLOYEES TO THE OPERATION MANAGER'S OFFICE, ALONG WITH THE STEPS TAKEN TO SOLVE THE MATTER WHERE POSSIBLE.

REGUS LIBAN S.A.L. – BEIRUT, LEBANON

FEBRUARY 2010 – NOVEMBER 2016

SENIOR CUSTOMER SERVICE AND OPERATIONS EXECUTIVE

- **TEAM MANAGEMENT:** BUILT, MANAGED, MOTIVATED, TRAINED AND DEVELOPED THE CENTER'S TEAM AND ITS PERFORMANCE.
DIRECTED THE DAY-TO-DAY WORKFLOW IN THE CENTER BY OVERSEEING, PRIORITIZING AND DELEGATING TO THE CENTER'S STAFF IN ORDER TO MEET THE DEADLINES AND SERVICE LEVELS.
- **CUSTOMER SERVICE** REPRESENTATIVELY AND KNOWLEDGABILITY INTERACTED WITH CUSTOMERS PROVIDING FULL INFORMATIONS ABOUT THE COMPANY'S VARIOUS PRODUCTS AND SERVICES.
IDENTIFIED AND ASSESSED CUSTOMERS' NEEDS TO ACHIEVE AND MAINTAIN HIGH CUSTOMER SATISFACTION.
RESPONDED TO CUSTOMER COMPLAINTS, AND PROCESSED RETURNS.
ENSURED THAT THE COMPANY BRAND'S HIGH STANDARDS ARE DELIVERED.
- **MARKETING & SALES:** DROVE AND MAXIMIZED SERVICE REVENUE THROUGH UP-SELLING.
GENERATED HIGH LEADS TO CUSTOMERS CONVERSION RATES.
GENERATED PROFITABLE NEW BUSINESSES AND EXCEEDED HIGHLY SET TARGETS BY PROSPECTING AND HANDLING NEW ENQUIRES WITHIN THE LOCAL MARKET.
REGULARLY ORGANIZED GATHERINGS TO BOOST BUSINESS AND SOCIAL INTERACTION BETWEEN CLIENTS.
PARTICIPATED IN THE IMPLEMENTATION AND EXECUTION OF STRATEGIC MARKETING PLANS FOR THE COMPANY IN ORDER TO ATTRACT POTENTIAL CUSTOMERS AND RETAIN EXISTING ONES.
COORDINATED MARKETING CAMPAIGNS WITH SALES ACTIVITIES.
PLANNED AND IMPLEMENTED PROMOTIONAL CAMPAIGNS.

- **OPERATIONS & FINANCES:** ACCOUNTABILITY FOR PROFITABILITY, PERFORMANCE AND SUCCESS THROUGH P&L MANAGEMENT. MAXIMIZED OCCUPANCY AND PROFITABILITY OF THE CENTER BY PROACTIVELY MANAGING CUSTOMER'S EXPANSION REQUIREMENTS.
CARRIED OUT FINANCIAL RECORD-KEEPING AND CENTER'S ACCOUNTING.
REGULARLY PARTICIPATED IN THE MONTHLY CENTER BUSINESS REVIEW PROCESS, ACCOUNT FOR P&L AND DROVE AGREED ACTIONS TO ENHANCE CENTER'S PERFORMANCE.
REGULARLY REVIEWED CENTER'S GENERAL COSTS AND REDUCED OUTGOINGS WHEN NECESSARY.

ENAYA HEALTHCARE GROUP – DUBAI, U.A.E.
PERSONAL ASSISTANT TO CHIEF EXECUTIVE OFFICER

NOVEMBER 2008 – APRIL 2009

AL MOASAT SOCIAL RELIEF & WELFARE SOCIETY – BEIRUT, LEBANON
HUMAN RESOURCES EXECUTIVE

JANUARY 2008 – JULY 2008

- ASSISTED IN KEY HUMAN RESOURCES FUNCTIONAL TASKS AND RESPONSIBILITIES THAT INVOLVED SUBSTANTIAL HANDS-ON IN MANPOWER PLANNING, EMPLOYMENT ADMINISTRATION, EMPLOYEES COMMUNICATIONS AND GENERAL ADMINISTRATION.
- COORDINATED WITH INTERNAL DEPARTMENTS AND ALL SITES FOR VARIOUS HUMAN RESOURCES ISSUES.
- COORDINATED WITH SITES AND DEPARTMENTS ANY DELAY IN RETURN AND ARRANGED NECESSARY LEGAL PURPOSE PAPERWORKS.
- COORDINATED WITH SITES PERSONAL AND DEPARTMENTS HEADS FOR BETTER COMMUNICATION AND UNDERSTANDING FOR SMOOTH FLOW OF WORK AS PER RULES AND REGULATIONS; PROVIDED THEM WITH NECESSARY INFORMATION TO USE ON SITE.
- RESPONSIBLE OF MEDICAL INSURANCE CARDS AND ITS PROPER AND SMOOTH DISTRIBUTION, RENEWAL AND IMPLEMENTATION.

VALLI & VALLI ANATA COOPERATION – BEIRUT, LEBANON
RETAIL STORE MANAGER & SUPERVISOR

JANUARY 2006 – JUNE 2007

- MAINTAINED STORE'S GOOD RESULTS BY COACHING, COUNSELING, AND DISCIPLINING EMPLOYEES; PLANNED, MONITORED AND APPRAISED JOB RESULTS.
- ENSURED AVAILABILITY OF MERCHANDISE AND SERVICES BY APPROVING CONTRACTS; MAINTAINED INVENTORIES.
- FORMULATED PRICING POLICIES BY REVIEWING MERCHANDISING ACTIVITIES, DETERMINING ADDITIONAL NEEDED SALES PROMOTION, AUTHORIZING CLEARANCE SALES AND STUDYING TRENDS.
- DETERMINED MARKETING STRATEGY CHANGES BY REVIEWING OPERATING AND FINANCIAL STATEMENTS AND DEPARTMENTAL SALES RECORDS.
- MAINTAINED OPERATIONS BY INITIATING, COORDINATING AND ENFORCING PROGRAM, OPERATIONAL AND PERSONNEL POLICIES AND PROCEDURES.

DIPLOMAS & SCHOOLING

LEBANESE INTERNATIONAL UNIVERSITY – BEIRUT, LEBANON
BACHELOR OF SCIENCE (BS) IN BUSINESS MARKETING

2005

STI COLLEGE HIGH SCHOOL – SAIDA, LEBANON

2001

- TECHNICAL BACCALAUREATE IN BUSINESS AND ACCOUNTING.

EXTRA-CURRICULAR ACTIVITIES & COMPETENCIES

LANGUAGES: ENGLISH & ARABIC: READ, SPOKEN, AND WRITTEN.

INFORMATICS: MS WORD, MS EXCEL, MS POWER POINT, PIVOTAL CRM, SPSS.

INTERESTS: TRAVELING, READING, CINEMA, SPORTS, COOKING, FASHION, ALTERNATIVE MEDICINE.

REFERENCES

- **MR. JOHNNY GHANTOUS**
FOUNDER AND OWNER OF ANATA COOPERATION, BEIRUT, LEBANON - JGHANTOUS@ANATA-ME.COM - +961 3 300032.
- **MR. HAITHAM MATTAR**
REGIONAL VICE PRESIDENT AT HILTON WORLDWIDE, DUBAI, U.A.E. - HAITHAM.MATTAR@HILTON.COM - +971 506405044.
- **MR. GHASSAN HADDAD**
THE CEO OF REGUS LIBAN S.A.L, BEIRUT, LEBANON - HADDAD.GHASSAN@GMAIL.COM - +961 3 566 484.
- **MR. MUSTAFA KAWAM**
CHAIRMAN OF GLOBE EXPRESS SERVICES, GSE, DUBAI, U.A.E. - MUSTAPHA.KAWAM@GLOBEEXPRESS.COM - +971 505512060.
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