

Cover Letter



let me thank you for giving me the opportunity to apply in you honourable company, after I heard that you are looking for recruiting qualified people in your organization, hoping to have the chance to be one among your employees in the future.

As mentioned in my enclosed CV; In addition to my education and work experiences, and holding a Masters Degree in Social Psychology from the Lebanese University, fluently speaking three languages, I have had the opportunity to gain extra qualifications by working with different sectors, not only in Lebanon but also outside the country.

I have followed several international programs and trainings in different fields as well as cultural and human development. Whereas, these programs have helped to increase my knowledge and professional experiences on different levels as well as strong communication skills among people & among different nationalities.

Applying for a new job is a challenging step, where my professional life accompanied with my related experiences, will help me to ultimate my objectives.

Being already acquainted with, and working in the Advertising & Media field on National and international level, I strongly believe that this will give me a new opportunity to participate in serving different fields specially, in their process of modernization and the struggle for growth, especially in the United Arab Emirates, where I live now.

For this, hoping to have the chance of joining your team, I remain.

Sincerely Yours.

Lydia El Khoury

Curriculum Vitae

Name : Lydia F. El Khoury
Marital Status : Single
Nationality : Lebanese
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Mobile : +971502682812
Mobile : +9613260011
Location : Abu Dhabi, UAE.
Visa Status : Transferable

Job Objectives:

To join dynamic organization where I can show my abilities and prove myself as an energetic and enthusiastic person. I can operate in all circumstances, especially in multi-cultural environment, where my academic background, my trainings & experiences, can be applied and further enhanced in a full time position.

Strength & Weaknesses:

- **Strength:** Confident, persistent, dynamic, dedicated, responsible, straight forward, ability to manage several assignments simultaneously, meet deadlines. Reliable, in addition, I'm a person who can handle direct & indirect supervision, produce within teamwork. Quick learner, and can convince others easily, perform easily in variable cultures and nationalities.
- **Weakness:** perfectionist, impatient sometimes, I give another chance.

Professional Experiences:

May 2016- Aug 2017: Media, PR & communication Manager AMEA Power / Business dev. Manager at Al Nowais Investments.

May 2015 March 2016: Executive Manager at Group Plus-Holding in charge of Abu Dhabi region sales.

July 2014 – Jan 2015 : Sky News Arabia TV Channel, as a Commercial Account Manager, dealing with all all types of clients including government & authorities, in charge of the sales advertisements, and all sorts of commercial communications.

Nov 2012- April 2014: Regional Director/ Area manager in Dar Al Sada for publishing, in charge of the commercial division for the magazines, Abu Dhabi & Al Ain.

Aug 2010 – Jan 2012: Head of Sales & Marketing, ADNHC, (Transportation) in charge of the sales strategies, Events, internal communication, Policies & Procedures, sales team, sales forecast, sales Promotional activity, corporate communication, in addition to the Media and Marketing Activities.

Aug 2008 – July 2010: Head of Marketing & PR, AWCCS in charge of the Events, internal & external Communication, media, marketing & planning, corporate identity, implementing the Vision & the Mission of the company, branding, awareness, Sales & Promotional activities, and e-communication.

June 2006 - July 2008 : Abu Dhabi Branch Manager DonRite Advertising consultancy, in charge of planning media buying, events management, pitching new clients, all BTL, public relations, creative department, and client servicing department, sales, and accounting follow up.

June 2004 – June 2006: Account Director at Specom, Beirut Lebanon. In Charge of Outdoor Media, all sales for “Mondanite” magazine and two major radios “Sawt El Ghad” & “Delta” radio.

Feb 2000 – May 2004 : Account Director “Group Plus”, Lebanon, in charge of Billboard divisions and access to all other media, Airport light boxes, Magazine, Radios, Unipols & Wall signs, etc...

July 1998 – Dec 2000 : Technical Commercial Manager at L’ÓREAL, Beirut, Lebanon, In charge of training, Promotional activities, Events, Sales, budgets for the luxury division, in addition, attending regular international seminars & direct contact with points of sales.

1991 -1994 : Training & Promotional Director, IMEX International, Beirut Lebanon, Handling the sales, trainings & promotional activities.

Skills & Expertise: Over the years, I have gained the following skills:

- Interpersonal communication, dealing with people on all levels, nationalities considering the cultural social diversity.
- Organizational and corporate management skills such as preparing plans and strategies, and follows up all types to make plans get executed.
- Convincing within media and marketing skills of product and services, as well as promoting team spirit and improving productivity.
- Negotiating and bargaining directly with variable targets in order to achieve goals
- Gained the ability throughout 20 years of experience to lead a team, on variable levels.

Education:

Sep 1999 – July 2000 : Lebanese University **Masters Degree** in Social Psychology; Theme “Social Exchange”
Case study: interaction between the management & employees.

Sep 1996 – July 1999 : **Lebanese University**: Bachelor Degree in “Social Sciences”.

1990 – 1991 : One year, Political Sciences”, **Lebanese University**.

1989 : High school from “**Val Pre Jacques**” Beirut, Lebanon.

Foreign languages and special skills:

Arabic	: Excellent written and spoken
English	: Excellent written and spoken
French	: Excellent written and spoken
Italian	: Spoken

Computer literate: Microsoft Word, PowerPoint, Microsoft Excel, Outlook & Web surf.

Social Media : Instagram, Facebook, Snapchat, Twitter.

Activities and interests:

- Travel : USA – France – Greece – Italy – Asia – Turkey - UAE & GCC
- Hobbies: Playing Piano, music, travelling, swimming, driving, and outdoor activities.

References : Available upon request.