

YasmineKhalaf

Lebanese American Citizen
Marmikhayel – Beirut, Lebanon 76-084803
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OBJECTIVE

Innovative and highly driven professional offering excellent interpersonal skills across all levels. More than 6 years of professional experience in USA and Lebanon working in different departments specifically in marketing/sales and communications encompassing strategic planning, public relations, sales promotions, direct marketing and online management. Now I am looking for a new and challenging managerial position, one which will make best use of my existing skills and further my professional development.

ACADEMIC QUALIFICATIONS

April 2014

University of Michigan

B.A. in Communications &
Public Relations

WORK HISTORY

Aug. 2017 – Present

Anadolu Agency

www.aa.com.tr/en

Marketing & Sales Coordinator

Beirut, Lebanon

- Develop marketing strategy for MENA region to get our news across with the highest outreach
- Create and publish content material
- Prepare client proposals
- Build strong relations with media outlets
- Analyze potential strategic partner relationships
- Maintain effective internal communication and work closely with the team
- Plan events and set meetings with clients and potential clients

June 2015– Feb.2017

Bankmed SAL

www.bankmed.com.lb

Customer Service/Operations

Beirut, Lebanon

- Target market and deliver desired satisfactions
- Ensure a high level of product knowledge and industry updates, trends and market in order to identify appropriate initiatives to help promote sales
- Maintain a high knowledge of legal and compliance requirements
- Perform daily responsibilities including opening and closing accounts, servicing customers, wiring transfers, processing special instructions on accounts, and cross-selling additional bank products
- Review daily reports
- Deliver distinct customer service on each client interaction to build a strong relationship

May 2014 – Jan.2015

Quicken Loans

www.quickenloans.com

Mortgage Banker

Detroit, MI – USA

- Participated in key sales and marketing presentations
- Developed growth targets, business objectives, and strategies for branding our products
- Sold mortgage loans based on client needs and reported to the regional director

- Assisted clients through loan process, and educated them on how to better manage their mortgages
- Planned and organized team meetings to run through daily rates and targets
- Created a business strongly based on referrals

Oct. 2011 – Dec. 2013

Marketing and Event Sales Manager Detroit, MI – USA

The Fairlane Club – Social Club

www.fairlaneclub.com

- Built a business based on referrals and returning clients
- Identified new direct marketing initiatives and partnerships
- Submitted recommendations for approval of funds request based on summarized budgets
- Led a team of 18 employees for events, and 2 employees planning marketing, PR, and social media
- Created and uploaded web content, monthly newsletter, and planned all marketing initiatives
- Ensured brand principles are met across all departments at the clubs' level and brand objectives are relayed via all marketing campaigns and collateral in line with brand objectives and philosophy
- Organized and executed in-house events, exhibitions, PR and consumer events
- Created and translated press releases relevant to the PR calendar
- Worked on potential sponsorships, events, and further branding opportunities
- Led the development and re-design of the website to increase usage and gage social response
- Reported to CEO on a daily basis

Oct. 2010 – Oct. 2011

Spa Manager

Detroit, MI – USA

The Fairlane Club –Social Club

www.fairlaneclub.com

- Trained spa team members, planned and programmed all aspects of daily operations of all treatment specialists
- Provided consistency and efficiency on operation and customer service level
- Ordered and regulated inventory of professional spa products
- Minimized costs and modified service pricing by using competitive bench marking and increased revenue from \$2000 to \$8000 per month
- Managed payroll and hiring of employees, and created, wrote, and edited spa brochure and flyers

EXTRACURRICULAR

Sep. 2012 – Apr. 2014

PRSSA

Student/Member - Network

Dearborn, MI – USA

www.prssa.prssa.org

Nov. 2012 – Dec. 2013

Dearborn Chamber of Commerce

Member/Representing The
Fairlane Club- Network

Dearborn, MI – USA

www.dearbornareachamber.org

COMPUTER SKILLS

- Microsoft Office Suite
- Proficient in Adobe Photoshop

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LANGUAGES

- Arabic
- English

Fluent in Speaking, Writing & Reading

FREELANCE

- Social Media Management @clickLNT
- Social Media Management @bymitchi