

# GEORGE ANTOINE KAKHIA

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## SALES AND MARKETING PROFESSIONAL

- ♦ As a dedicated and knowledgeable professional with experience in Sales, marketing and digital marketing, I seek to bring my abilities to add value to any company. I bring a proven track record of success obtaining clients, implementing effective marketing strategies, and maintaining positive professional relationships with clients.

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## CORE COMPETENCIES

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- ♦ Increasing sales revenue and profitability through effective strategy and follow-up.
- ♦ Managing marketing responsibilities for multiple sporting events and matches effectively.
- ♦ Managing Client accounts commercially, strategically and tactical.
- ♦ Communicating and liaising effectively with clients, colleagues, and other organizations.
- ♦ Implementing process improvement recommendations that increase efficiency and workflow.
- ♦ Ensuring exceptional customer care and service according to individual needs.

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## PROFESSIONAL EXPERIENCE

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### **LEBANESE DRUMS INDUSTRIAL - Mtein, Lebanon**

**Marketing Sr. executive**, May 2016- Present

- ♦ Responsible for target market evaluation for the drums industry in Lebanon, Syria and Iraq
- ♦ Build company awareness through social media, website and digital Marketing
- ♦ Assisting in the Selling process for New prospective customers.
- ♦ Create PR events for the current loyal customers to improve the relationship.
- ♦ Preparation of Sales budget associated with marketing strategy.

### **WORLD SPORT GROUP WEST ASIA — Beirut, Lebanon**

**Marketing Event Executive**, 2012 – End of 2015

- ♦ Manage sponsor rights, traveling to multiple Middle East countries for sporting events.
- ♦ Ultimate achievement, assisting and managing from A to Z physically AFC Club Asian Champions League final in Riyadh, GCC Club cup, and FIFA World Cup Qualifier.
- ♦ Oversee sports marketing events for over 30 matches, ensuring smooth execution.
- ♦ Monitor ambush marketing and protection of TV rights for all assigned matches.
- ♦ Perform coordination for Advertising Boards settlement according to company needs.
- ♦ Assign and issue accreditation for media entering the stadiums for matches.
- ♦ Distribute match tickets to sponsors and directed sponsor activation in the stadium.
- ♦ Generate and provide reports for all sponsors after every match.
- ♦ Assisted in the development of digital marketing in the sports events
- ♦ Coordination with Clubs and national Football association.
- ♦ Data collection and execute statistics in relation to future budget projection and assumption.

**AXA MIDDLE EAST — Beirut, Lebanon**  
**Sales agent, 2012**

- ◆ Prospected and established various Life Insurance clients who are still current.
- ◆ Assisted clients with establishing financial retirement planning including future accidents.
- ◆ Managing & reconciling client accounts and provide them instantly with all related insurance updates.
- ◆ Applied exceptional sales training and strategy to increase revenue and profitability.

**LEBANESE CREDIT INSURER SAL — Beirut , Lebanon**  
**Sales Executive, 2010 – 2011**

- ◆ Sold credit insurance policies for high-profile companies in Lebanon and Syria.
- ◆ Improved company workflow, using Al Masri internet reports to create leads on CRM system.
- ◆ Identified and assessed potential clients on sales volume, turnover, and low payment risk.
- ◆ Closed sales with leads, establishing meetings, preparing presentations, and handling offers.
- ◆ Provided exceptional customer care for clients, addressing needs up to renewal time.
- ◆ Generated and maintained an efficient and up-to-date database of clients for the company.
- ◆ Completed training in the credit insurance policy process knowledgeably.

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**PROFESSIONAL EXPERIENCE (CONTINUED)**

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**TRAININGS:**

**WATERFRONT CITY, MAJID AL FUTTAIM — Beirut, Lebanon**  
**Customer Relationship Management executive training, 2016**

- ◆ Answers to Customer Complaints and inquiries
- ◆ Create, Modify or Cancel Agreements with the Customers
- ◆ Send Payment notifications, issuing payment receipts and Day end reconciliation
- ◆ Property handover to customers
- ◆ Reconciliation between finance system and CRM

**IBL BANK — Beirut, Lebanon**  
**Operation and customer service training , 2017**

- ◆ Learn how to create all different financial operations for customer that includes transfers, deposit checks remittances , cash withdrawal , draft checks issuance ,etc
- ◆ Create accounts for customers that can be individuals or Corporate , all the needed procedures and papers to open the account
- ◆ Open a loan file for customers
- ◆ Answer inquiries and complaints
- ◆ Help the customer with that he needed as fast as possible.

**BLUE STAR SERVICES — Tartous, Syria****Operations Trainee**, 2010

- ◆ Gained on-site experience with technical specifications of LDPE production process.
- ◆ Traveled to factories in Syria, including Al Matin, Daaboul, and Sayed.
- ◆ Participated in QAPCO seminars in Lebanon related to Technical Specifications.
- ◆ Performed operations duties including shipments, inventory, order confirmation, and payments.

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**TECHNICAL PROFICIENCIES**

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- ◆ Microsoft Office (Excel Word and PowerPoint expert)
- ◆ Social Media Expert
- ◆ Ability to solve problems quickly and multi-task -Good communication skills (written and verbal)
- ◆ Excellent Time Management and organization skills; detail oriented
- ◆ High proficiency in team work
- ◆ Demonstrated experience in a professional outdoor environment
- ◆ Data Research digitally
- ◆ CRM systems “EPMS”
- ◆ Adobe Software’s

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**LANGUAGE SKILLS**

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- ◆ Fluent in Arabic, English, and French

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**PROFESSIONAL DEVELOPMENT AND CERTIFICATION**

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- ◆ Seminar in Sales, Decision-Making, and Problem-Solving, YUP Training Center, Beirut, 2015
- ◆ Seminar in Sports Management in Universities and Schools, Notre Dame University, Beirut, Lebanon, 2015
- ◆ FIFA /CIES Certificate for Sports Management, Notre Dame University, Beirut, Lebanon, 2015
- ◆ Certificate in Digital Media Marketing by Lens business solutions. Beirut, Lebanon, 2017

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**EDUCATION**

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**MASTERS IN BUSINESS STRATEGY (IN PROGRESS)**

Notre Dame University, Zouk Mosbeh, Lebanon, Expected 2017

**BBA IN INTERNATIONAL BUSINESS MANAGEMENT**

Notre Dame University, Zouk Mosbeh, Lebanon, 2006- 2010