



Danielle HANNA

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Danielle Hanna in



EDUCATION

MEM Masters in Management Emphasis Marketing | ESA Business School

2016 – 2018

Business Administration and Management | Saint Joseph University

2013 – 2016

Lebanese Baccalaureate 2 (SV) | Collège de La Sainte Famille Française Fanar

1998 – 2013



WORK EXPERIENCE AND INTERNSHIPS

Product Developer | Cosmaline-Malia Group

FEBRUARY 2018 – MAY 2018

Heavily contribute in the enhancement & development of Cosmaline's brand portfolio by ensuring the timely and comprehensive execution of research, data compilation & analysis and readiness of product files.

- **On Insight Scouting & Data Gathering/Treatment**
 - Handle the execution of quantitative studies & perform related analysis.
 - Analyze the sell outs of Cosmaline brands and competitors.
 - Handle online packaging scouting.
 - Handle the competition scouting online.
 - Read industry & trends related Newsletters/news website & submit a monthly report & highlight opportunities.
 - Cross link gathered info and share insights with concerned members.
 - Create & manage a Consumer database to facilitate & enrich the data gathering process.
 - Come up with a recommendation related to the specific category.
 - Prepare a presentation gathering all of the information collected and analyzed.
 - Present in front of the CEO, Marketing Manager, Plant Manager and agency the final result.

HR Intern | Caritas Lebanon

JUNE 2017 – JANUARY 2018

Main role is to provide and handle HR support functions; recruitment, selection and employees record.

- **Recruitment, selection and onboarding**

- Draft job descriptions as assigned in different languages (English, French and Arabic).
- Posting job openings: post new positions on various and specific platforms according to the position.
- Establish contact with universities, participate in job fairs.
- Assist in the headhunting process for difficult to fill positions.
- Invite and contact shortlisted candidates for interviews and tests.
- Correct test (cognitive, general reasoning).
- Handling the interviewing process for specific positions.
- Send rejection letters for non-shortlisted candidates.
- Keep the candidates updated with their application status.
- Contribute in the induction and onboarding for monthly new comers.

- **HR Admin**

- Prepare contracts and clearances.
 - Help in the proper and accurate filing of personnel documents on daily basis.
 - Trained on the new implemented ERP system: Navision.
- Handle the hiring process for BTS and Min Ila projects (One-month period): from defining the recruitment tools (pool of candidates, job postings), interviewing up to 15 candidates per day and sending job offers.



PROJECT AWARD

Course: strategic fundamentals

3 groups of finalists were selected to present the Case Study Cosmaline SoftWave at Malia Group. **The first prize was presented to my group.**

The case study developed the notions of marketing and strategy.



LANGUAGES

- Arabic
- French
- English



COMPUTER SKILLS

- Microsoft office programs : Word, Excel, Power Point, Access



INTERESTS

- Swimming, dancing
- Artistic Interest: painting