

# ZEINA BALAA

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Nationality: Lebanese- UAE Residency (Registered & Updated)

## PROFESSIONAL EXPERIENCE

**August 2015- Present**

**Product of the Year Middle East and North Africa**

**Dubai, UAE**

**Sales and Operations Manager- MENA** (August 2016- Present)

Part of the POY Worldwide with a presence in 42 countries. Reporting directly to CEO based in Lebanon- Ensuring a smooth operation in the GCC and North Africa. Providing a full support to the Business Development team in the MENA region and organizing the entire events of each edition

- Implementing a Smartsheet program for the entire MENA region to organize and ensure teams are aligned and all projects and tasks are being assigned to the concerned department and completed within the timeline
- Growing and establishing the concept in North Africa (Tunisia in 2016 and Morocco in 2017), introducing the concept to new markets and training the business development team on sales tools such as Salesforce
- Setting targets and reviewing budgets based on previous year sales performance
- Prospecting for potential clients
- Secured 50% of the total revenue, with a 40% growth in terms of new prospects acquisition in Year 2
- Implementing a new identity and introducing the new Worldwide POY logo to the MENA region
- Developing new bilingual sales kit and tools for the region (English and French)
- Ensuring a smooth and complete registration process to all participants
- Planning all events in the MENA region (GCC, Lebanon, Tunisia and Morocco)
- Creating and implementing the POY talks yearly seminars covering different topics relevant to the FMCG industry
- Ensuring sponsorships and partnerships with Souq.com and Careem in addition to the yearly media partners
- Managing the offices expenses, salaries, supplier's payments, and bank account
- Renewing all legal papers and ensuring all is updated- Commercial license; Rent payments, Insurances, Residencies...

**Business Development Manager Gulf** (August 2015- August 2016)

Maximizing company revenues by defining, negotiating, and confirming product registrations

- Identifying large FMCG regional accounts by researching industry, tracking largest FMCG players with frequent product innovations
- Identifying the key decision makers in the targeted account, establishing contact to pitch the Product of the Year concept and following up on registration process- (20% of new prospect acquisition in year 1)
- Ability to work under pressure to deliver timely results during a specific timeline, before the consumer survey phase and ensuring a maximum number of categories per edition
- Contacting potential media partners to collaborate and offer an added value to the winning brands
- Recruiting new members for the yearly jury day from renowned associations such as the American University of Sharjah, Dubai Chamber of Commerce, The French Business council...
- Event management- Organizing jury days and awards night gala dinner of each edition, from booking the suitable venue to the PR coverage

**December 2014- August 2015**

**Value Branded content**

**Dubai, UAE**

**Sales and Operations Manager**

Accountable to introduce VBC in the region, a startup company for content integration in movies and series  
Build and lead VBC operations

- Setting up company- Company registration, office lease...
- Acquiring relevant brand integrations for new series, movies, music videos
- Liaising with producers for scripts and briefs
- Setting up budgets and sponsorships packages
- Drafting contracts
- Prospecting for potential clients; managing portfolio and establishing relationship with clients
- Assisting clients by recommending creative and effective integrations

**January 12- January 2014**

**IFP (International Fairs and Promotions)**

**Beirut, Lebanon**

**Project Manager**

Outdoor Lebanon & Beirut Motorcycle Show 2012

Project Lebanon 2013 (Energy Lebanon & Ecorient)

- Researching local market trends to identify opportunities for potential new events and trade shows
- Liaising with marketing and graphic designers to create event's identity
- Implementation of sales kit- Website, Contracts, catalogues, sales brochures, tickets...
- Prospecting for potential clients; managing portfolio and establishing relationship with clients
- Securing and booking a suitable venue or location and working closely with the floor operation team on floorplan to maximize space
- Accountable to maximize revenue through sponsorships/stands/exhibition space to potential exhibitors (Motorcycle Show 15% of total yearly revenue; Project Lebanon 40% of total yearly revenue)
- Daily customer relationship management with renowned accounts (ie: Ducati, Aprilia, BMW, MV Agusta, KTM, Harley Davidson, Vespa...)
- Setting up event budgets and managing financial implementation from start to finish
- Liaising with marketing and PR team to promote the event, implementing a 360° media plan
- Managing the operation team during the build-up and the dismantling of the event, ensuring stands are being set up as per floor plan
- Post-event evaluation including data entry and final sales report to partners

**December 09 – December 11**

**Starcom Mediavest Group**

**Beirut, Lebanon**

**Account Executive – Planning and Buying**

Cadbury, Kraft, Alfa, Luxury Clothing comp./Rodeo Drive (Tom Ford, Armani, Brioni, Givenchy, La Martina, Loewe)

- Developing the media plans and Execute the buying
- Daily communication & coordination with media sales rep. to ensure availabilities at the best rates
- Monitoring campaigns for benchmarking
- Preparing media scenes and competitive reviews
- Invoicing of all campaigns to correspond to the financial budgets of the clients
- Media Research Tools (Statex, Ariana, Xplan)

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**EDUCATION**

<b>August 2017</b>	<b>UNIVERSITY OF THE ARTS LONDON- UAL</b> <ul style="list-style-type: none"><li>• How to create your own brand- Short course</li></ul>	<b>London, UK</b>
<b>2005- 2009</b>	<b>LEBANESE AMERICAN UNIVERSITY – LAU</b> <ul style="list-style-type: none"><li>• BSC in Business and Marketing</li></ul>	<b>Beirut, Lebanon</b>
<b>2004- 2005</b>	<b>COLLEGE PROTESTANT FRANCAIS</b> <ul style="list-style-type: none"><li>• French Baccalaureate, Economy</li></ul>	<b>Beirut, Lebanon</b>
<b>2001- 2004</b>	<b>ECOLE FRANCAISE INTERNATIONALE DE RIYADH- LYCEE FRANÇAIS</b>	<b>Riyadh, KSA</b>
<b>1990- 2000</b>	<b>COLLEGE LOUIS WEGMANN</b>	<b>Beirut, Lebanon</b>

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**LANGUAGES AND COMPUTER SKILLS**

**Language:** Fluently spoken and written- French, English, Arabic

**Computer Skills:** Microsoft Office, Salesforces, Smartsheet, K-panel, Website backend

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**INTERESTS**

**Reading, Traveling, Yoga**