

**Mabelle Karam**

Date of Birth: 1988

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Address: Zouk Mosbeh

Nationality: Australian



OBJECTIVE

To pursue a challenging career within a reputable company in the fields of Design, event and advertising; A career that allows me to utilize my educational background and skills, in order to grow professionally thus contributing to the overall success of the organization.

QUALIFICATIONS**International College of Management, Sydney – Australia NSW****2009- 2012**

Bachelor Degree of Business Management, specializing in Event Management

Sydney Secondary College Blackwattle Bay Campus-Glebe**2007- 2008**

Higher School Certificate

MTC- MIRA Training Centre- Beirut, Lebanon**Oct. 2016-Feb. 2017**

Graphic Design Certificate + free-lance work

March 2017- present**WORK EXPERIENCE & EMPLOYMENT****Creative Devices- Dubai**

Crafts/Engraving Agency

*Aminstration/Account Executive: Full-time position***June 2015- June 2016**

Handled designer clients such as Zayan the Label Fashion group and Sauce and design requests of other multinational clients such as Apparel Group, MBC, Virgin Megastore, Red bull, Awi Company, AGA ADK Advertising and Marketing, MADCOM and many others

Roles: client-servicing designers' artworks and requests-creating a company portfolio-Laser Engraving and Cutting-Direct Color Printing/ UV printing-Sublimation-Fabric printing- Digital Printing-Promotional items

G.M.E Distribution- Dubai

Distribution Agency

June 2015- June 2016*Marketing/PR/Event Executive: Full-time position*

A distributor to reputable companies e.g. Virgin Megastore, Dubai Duty Free, Sharaf DG, Jumbo, Geant

Roles: Designed and created company leaflet-organized G.M.E stand at Gitex 2015, created and followed up on media database within the technology sector by putting coverage on new product features.

Tripod Mena-Dubai

Advertising Agency

March 2015-June 2015*Account Executive: Free-lance basis*

Handled accounts such as Nestle, Phillip Morris, Jergens, Aspire Design and Krafts food

Roles: shipping process, client-servicing, concept brainstorming, liaising with creative team on artworks/adapted advertising, following up with Tripod Display on production stages and materials(MDF, laminate, acrylic& Metal) for design POS and digital printing(BTL), brand activations(ATL), liaising with suppliers for corrugated and offset materials

TPS (Total Publishing Solutions)-Dubai

PR Agency

Nov. 2014- Feb. 2015*PR & Communication Executive: Free-lance basis*

Projects worked on: Green Parking, Bertin, Infinia Services & Solutions

Marketing & PR: update media database, liaise daily with media and clients, build relationships and network with media, monitor the media on media watch, develop client proposals and implement PR activities, prepare client reports, write and distribute press releases to the media, evaluate media coverage, research business proposals and present to potential clients, manage PR in crisis management, promote new stories and features to the media.

Prisme International- Dubai

Events Agency

April 2014-Oct 2014*Project/marketing assistant- Full-time Position*

EGEA-Emirates Government Excellence Awards-Abu Dhabi

Project: Venue- location map, site visit material, venue pictures, plans

Client-RFP & Brand guidelines, client correspondence, client quotes, presentation **Creative-** graphics for print, music content, screen content, technical drawings, visuals, voice over, movie storyboard, internal and external kick off meetings

Suppliers-NDA & NOC letters, permits, contracts, LPOs and quotes**Logistics-**crew and contact list, deliverables and procedures, travel plans and hotels

Marketing: information pack, handbook editing, brand book, Marketing Implementation Strategies and social media management

First Protocol Company -Lebanon

Event Company

Oct 2012-Sep.2013*Assistant Event Co-coordinator- Full-time Position*

SEA 2012-Social Economic Awards- Casino Du Liban

Roles: client and stakeholder follow ups, deliver application form, conduct jury meetings, site visit materials, research entertainment options, attendance list, event deliverables, logistics,

PPP CONFERENCE (Public Private Partnership) - Phoenicia Intercontinental hotel

Roles: coming up with original ideas for events, agreeing budgets and timescales with the client, researching venues, contacts and suppliers, negotiating prices with suppliers and contractors, booking venues, entertainment, equipment and supplies, hiring and supervising contractors such as caterers and security, publicizing the event, Social Media, OH & S etc.

Phoenicia Intercontinental Hotel, Beirut**Jan 2010 - Aug 2010**

Assistant F&B Manager – Banqueting Sales: weddings and conferences (Internship program) Banquet Sales/Marketing/PR Outlet

ADDITIONAL DETAILS

Professional development Responsible Service of Alcohol Certificate (RSA)
Hospitality Work Placement Certificate

Languages Arabic as a first language spoken at home
Fluent English language spoken everywhere else

Computer skills Microsoft Office 2007(word, PowerPoint, Excel and Access), Adobe
InDesign, Adobe Photoshop, Adobe Illustrator

Interests Reading, Arts, Socializing, Cooking, Camping, travelling and Swimming

References are upon request

