

MARCELLE MENDELEK

Beirut, Lebanon

Australian and Lebanese Passports

19/03/1991

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EDUCATION

- 2012 – 2013 **Grenoble Ecole De Management (GGSB), *France***
Master of Science (MSc) - Fashion, Design and Luxury Management
Graduation with Distinction
- 2009 – 2012 **American University of Beirut (AUB), *Lebanon***
Bachelor Of Business Administration – Marketing
Honors list
- 1996 - 2009 **International College (IC), *Lebanon***
French Baccalaureate Economics and Sociology Section
Graduation with High Distinction
Graduation Valedictorian – Wrote and Presented Speech

EXPERIENCE

- 2016 – 2018 **Depeche Mode, *Lebanon* – Brand Manager and Buyer**
- Prepared and planned buying budgets according to sales
 - Stayed up to date on new trends and brands by monitoring international markets
 - Attended international fairs and showrooms in New York, Paris, Florence, Milano, Copenhagen and London to place and negotiate orders
 - Prepared and presented seasonal brand and trend training to sales team
 - Followed up on profitability of brands and set targets for specific brands
 - Organized and prepared seasonal events in hand with marketing coordinator
 - Organized fashion shoots in hand with marketing coordinator
 - Prepared seasonal magazine content in terms of product choice and styling
- 2015 – 2016 **Aishti, *Lebanon* – Brand Coordinator**
- Followed up on profitability of brands by pushing to achieve targets
 - Generated, analyzed and communicated sales reports to management and staff
 - Set order plan and placed seasonal orders
 - Provided brand training to sales team
 - Divided and transferred goods from warehouse to different points of sales
 - Monitored stock levels between stores and did weekly replenishments
 - Communicated visual merchandising guidelines and controlled the brand display

- 2014 – 2015 **Startup Megaphone, Lebanon** – Marketing Manager
- Member of core team that organized Banque Du Liban Accelerate Conference that hosted 2000 guests
 - Set strategy and timeline for the growth of the company
 - Established strategic partnerships with national and international organizations to promote Lebanese Startups
 - Reached for and presented offers to Lebanese startups in order to recruit them
 - Acted as Master of Ceremony at the BDL Accelerate conference
- 2014 Feb-Jul **Maison Pierre Hardy, France** - Commercial Assistant Intern
- Prepared and analyzed international stores' weekly sell-through reports
 - Prepared and shared retail training presentations to local and international stores
 - Organized FW14 and SS15 Showrooms, hosted and took clients' orders
- 2013 Jun-Jan **Christian Dior Couture, Paris** – Management Graduate Program
- Assisted managers in daily tasks: sales objectives placement, preparation of sales reports, sales analysis, client service
 - Communicated display and conduct guidelines to the sales team

LANGUAGES AND COMPUTER SKILLS

Fluent in French, English and Arabic

Intermediate in Spanish - Beginner in Chinese

Advanced knowledge of MS Excel, Word, PowerPoint

Basic knowledge of SQL

ACTIVITIES

- 2012 Leader of Entertainment Team - 30 students at AUB annual carnival
Organized AUB Carnival Fashion show
- 2011 Volunteer Work, Deir El Salib Hospital

INTERESTS AND HOBBIES

Art - Reading - Writing - Skiing - Yoga

2009-2012 AUB Varsity Swimming Team

2003-2007 Lebanese Swimming Federation