**Rachelle KHACHANE**

Octobre 17 – 1988    
Sabtieh- Middle East University Street

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**Career Objective**

My interest in Marketing and business together with my area of study triggers my ambitions towards a career in your esteemed organization.

**EDUCATION**

June 2013 **MBA in Business Marketing** *Middle East University*

July 2009 **Bachelor in Business Administration** *Middle East University*

2006 **Lebanese Baccalaureate, Sociology and Economy**

*College des Soeurs Carmelites, Fanar*

**Work Experience**

May 2016 – Present **Marketing Manager**

*Ahmad El Sawi Zantout Establishments, Exclusive Distributor of Bridgestone and Firestone Tires in Lebanon.*

* Detailed Marketing Plan and budget
* Product line-up
* Identify product availability & the missed opportunities in the market, and act accordingly.
* Market positioning
* Market studies on product placement and positioning
* Market segmentation
* Media Advertising
* Social Media Management
* Branding at dealers
* Study dealers locations and importance in terms of volume
* Identify potential gaps in geographical locations and recommend potential dealers
* Evaluate condition of signboards at all dealers and continuously maintain
* Evaluate the tires display and take necessary actions
* Evaluate the P.O.S. material display and take necessary action
* Train and encourage dealers to use the dealers’ application

May 2013 – May 2016 **Advertising control**

*Group Magazine (Femme Magazine, Deco Magazine, L’Hebdo Magazine, Ousbou’ Al Arabi).*

* Responsible for control clients and agencies’ deals and contracts, advertising reservations,
* Subscription control, invoicing of publications
* Booked advertisements for 4 magazines: Femme, Déco, L’hebdo Magazine and al-Ousbou al-Arabi
* Followed up on booking orders and reservations: agencies and direct clients
* Managing Contracts
* Distributed and organized ads and subjects in a magazine
* Followed up on content
* Prepared monthly statistical reports
* Sent broadcast mails and updated websites

**Jan 2012-Jan 2013** **Events Manager** *King Food SAL*

* Reported to the Operations manager and the marketing manager.
* Handled customers’ complaints,
* Improved customers’ loyalty,
* Provided training sessions related to CS for the training department
* Handled birthday’s issues (animation, service, toys...
* Burger King market visits for checking needed marketing displays
* Marketing plans
* Budgets
* Suppliers

**July 2010 – Dec 2011 Customer Care Officer** *King Food SAL*

Reporting to the Marketing Manager

* Handled customers’ complaints,
* Improved customers’ loyalty,

**April 2008 – June 2010 Supervisor** *King Food SAL*

I started as a part time crew in April 2008 in Burger King, until I was promoted to Service Expert in November 2008 and then to Supervisor in June 2010. My work in the restaurants empowered my people skills, team work, and job appreciation. In addition to all the managerial paper work that we were in charge of; It was an hourly temporary job that started during my university study. I gained experience in contact with clients and suppliers; it also gave me knowledge in accounting process such as daily transactions, payments...

**Languages**

• **Arabic:** mother tongue

• **French:** excellent knowledge in both oral and written French

• **English:** excellent knowledge in both oral and written English

**Miscellaneous**

• **Business statistics skills**

Feasibility study, forecasting, SPSS

• **Computer skills**Microsoft Office, Excel and Power point, Surfing the Internet.

• **Personal skills**Training skills, Team Worker, organizational skills.

**EXTRA ACTIVITIES**

* **The Ultimate Social Media Marketing Workshop**
  + **Covering all online platforms: Facebook, Instagram, Twitter, You tube, Google+, Email marketing, SEO, SEM**
* Emotional Intelligence Workshop
* Student association Vice President in Middle East University (2008-2009)
* Student association Secretary in Middle East University. (2007-2008)
* A scout member for 10 years, in les Scout du Liban, Group NDA, Sabtieh.

**REFERENCES**

Available upon request