

MONA EL ZOGHBI

Lebanon

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OBJECTIVE:

To develop my career by joining a well settled and highly professional organization that provides good career advancement through large efforts and innovative work techniques.

Personal Information:

Gender: Female

Nationality: Lebanese

Visa Status: Residency Visa (Transferable)

Residence Location: Jeddah, Saudi Arabia

Marital Status: Married

Dependents: 1

Skills:

- Energetic proficient that is highly experienced in sales and marketing of consumer products, analyzing trade data and key business drivers, Profound knowledge of marketing and retail environment.
- The ability to work as part of a team;
- Interpersonal and communication (both oral and written) skills;
- Creativity and innovation;
- Problem-solving and strategic planning ability;
- Analytical skills;
- Flexibility;
- The ability to cope with pressure and challenges;
- Commercial awareness and understanding of business environments.
- Proficient with Microsoft applications.
- Remarkable ability to analyze trends and recommend necessary changes.
- Ability to manage multiple tasks and finish it on deadline.
- Capability in building strategic, multilevel and team work relationship.

- Capability in dealing with complexity in a multinational environment.
- Engaged and with structured and strong communication skills.
- Innovative
- Very Strong PR Skills
- Excellent Sales Skills
- Positive Attitude
- Effective Inter-personal skills
- Good in building & maintaining relationships
- Problem solving ability
- Strong counselling & convincing techniques
- Persistent, patient, and sensitive to customer's needs and apprehensions

Professional Experience:

Tamer Group

May 2013 – January 2015

Trade Marketing Executive/Sales Consultant – Wella Professional

- Planning, budgeting, production and implementation of all in professional beauty Salons activities including branding and POS materials and promotions.
- Manage the point of sales material (including budget, logistics, distribution, assortment...) by finding the most efficient solutions.
- Collaborates with product managers and marketing team to build sales promotions and product communication.
- Collaborates with sales teams to turn the “selling stories” into sales tools to effectively present the brands, the products and the marketing initiatives to their customers.
- Supports sales teams in the execution of the activities and in achieving their sales and budget objectives, while ensuring the desired product benefits and brand values/equity are properly communicated.
- Ensures that the feedback is taken into account by regularly visiting sales teams, customers and Beauty Salons.
- Ensures efficient spending of central budget and supervises the trade marketing spending

L'Oréal Middle East - Kerastase Paris

February 2015 – July 2017

Business Consultant/Key Account Manager

- Collaborate with the Group Trade Marketing and Communication Manager for the ideation, planning & budgeting, production and implementation of all in beauty salons activities, including point of sales materials and promotions.
- Manage the point of sales material (including budget, logistics, distribution, assortment...) by finding the most efficient solutions.
- Collaborate with product managers, beauty salons and marketing team to build sales promotions and product communication.
- Collaborate with sales managers and beauty salons to turn the “selling stories” into sales tools to effectively present the brands, the products and the marketing initiatives to the customers.
- Collaborate with marketing intelligence resource to read and report results of activities and to provide recommendations and forecasts.
- Execute the activities in Beauty Salons in order to achieve their sales and budget objectives, while ensuring the desired product benefits and brand values/equity are properly communicated.
- Perform training and educational programs of the brand to salons professionals.
- Plan and execute professional events in launching new products in Hotels and Salons.
- Ensure that the local feedback is taken into account by regularly visiting beauty salons and customers.
- Ensures efficient spending of central budget and supervises the trade marketing spending in the subsidiaries.

EDUCATION:

- Bachelor Degree in Marketing & Advertising
AUT university, Lebanon

LANGUAGE:

- Arabic; mother tongue
- Fluent English
- Fluent French

References available Upon Request