

To whom it may concern,

I would like to grab the opportunity and apply my CV at your reputable Company, as my professional & educational background in Sales & Marketing will fulfill the available position as I have held many managerial positions during my career, hoping to leave a touch at your company due to my communication skills which I have learned (attended several workshops and seminars) & applied in different situations (Sales, Marketing, PR, Management & administration, Wedding & events planning...)

Here is why, kindly find attached my updated resume.

Hope it will meet your objectives.

Thank you in advance,

Best Regards,

# Mir a Abou Shakra

Curriculum Vitae



Address: New Rawda- Saint Elie- Lebanon

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Date of Birth: 17 March 1982 – Lebanese

## Experience :

**February 2008 - Present**

### **Sales & Marketing Representative – L'Oreal - Dekwaneh**

- Product, Display (Visual Merchandising),
- Handling Daily Sales & Target of the shop
- Statistics & Studies of Sales Cycle, Inventory, Product Control: Best Sellers & Slow movers Study
- Accounting Reports & Administrative Tasks in coordination with the Head Office
- CRM: Collecting New Clients' Database & Follow up
- Team Leader and Coaching (Selling techniques & Live Demonstration)
- Brand awareness, managing schedule of the team (Shifts, Tasks & Duties)
- Staff performance, Training
- Customer Service, Beauty Advisor
- Handling all Make – Up for the events (Miss Lebanon, Elite Models, Theatres...) with L'Oreal Team

**August 2011 – Present**

### **Sales Manager & Event Planner – Orion Audio Visual – Orion Events \***

- Organizing Wedding's Reception & Exhibitions
- Meeting with the Client & Appointment on time
- Handling all Guests Reception information
- On site Management: Distribution plan & strategies of the team on floor & Guests Seating Plan
- Selling products & Services : Be it an event or a wedding (From Sound & Lighting equipment, to venue rental, Caterer's Menu, Entertainment shows such as Zaffe & Dancing Shows, Musicians, Artists, car rental, hostesses & Ushers, DJ...)

**November 2004 – January 2008**

### **Grafis Pre – Press**

#### **Executive Assistant & Administration**

Handling all administrative tasks:

Filing, stock control, clients database, follow up with suppliers

Phone Calls, Organizing meetings and appointments

Data entry of all customers with full details & requirements

**2001 - 2004**

**Fluo - Mkalles**

**Sales Representative for Women Clothes**

- Display & Visual Merchandising
- Cashier, Customer service, Sales & Promotions

**Education:**

**Bachelor Degree - Business Management**

AUL- Arts, Sciences and Technology University in Lebanon-Sin El Fil

**Master Degree-Business Administration**

AUL- Arts, Sciences and Technology University in Lebanon-Sin El Fil

2015- till Present

**Professional Training:**

Assisted to the following Trainings with L'Oreal Group:

Products Launching & Brand Awareness, Training & Workshops with International Beauty Advisors.

**Computer Literate:** (MS Office, Internet ...)

**Languages:**

- Arabic: Fluent (Read, spoken and written) Native
- English: Fluent (Read, spoken and written)
- French: Fair (Read, spoken and written)
- German: Fair (Read, spoken and written)

Last reviewed: February2014