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**Joe Bassil**

**Objective** Labor a post that requires creativity, organization and communication skills,

where I can develop myself and be a leading production unit in the team.

**Experience** May 2014- **Marketing & Events Manager** (Middle East)

Present: EventBox

* Managing Warner Brothers & Nickelodeon events in the Middle East & North Africa (Circus, exhibitions, cartoon live shows, …)
* Meeting clients and selling them sponsorship packages, exhibition space and customized events
* Searching for new sponsors and exhibitors to reach settled budgets
* Defining Media & PR plan for each event
* Tracking Media exposure (online, in Malls, POS, ATL&BTL, PR & press release … )
* Coordinating marketing plans
* Following up on installations & dismantling
* Sending weekly and monthly reports to the management

August 2010- **Wholesale Management** (Middle East & North Africa)

May 2014: **AÏSHTI - Beirut**

* Managing 8 international Luxury Fashion brands in the Middle East and North Africa (True Religion, Joe’s Jeans, Napapijri, Aeronautica Militare, Lamborghini, Australia Luxe, Melissa and Bailey 44)
* Selling more than 40 clients in the Middle East and meeting them in the showroom.
* Setting seasonal budgets and reaching them.
* Linking between International suppliers and Middle East wholesale clients.
* Following up on payments, shipments and post selling stage.
* Finding new clients and introducing AÏSHTIbrands to them.
* Negotiating contracts with clients in terms of payments, deliveries, exclusivity and conditions.
* Negotiation distribution contracts with suppliers in term of purchase, discount, territory …
* Processing orders, checking confirmations and approving invoices for all clients.
* Training our salespeople and clients on each new collection in term of theme, material, trend and target.
* Following up on sales and providing our clients with marketing and advertising tools.
* Checking stores display and performance, and taking customers/salespeople comments.
* Coordinating with Marketing department, store managers and visual merchandisers to enhance brand/product sales.
* Following up with Customer Service department on credit notes for damaged/missing and returned items.
* Searching for new brands, trends and fashion fairs.
* Generating reports to the management and suppliers, analyzing it and taking actions.
* Coming up with new innovative ideas to be pro-active and solve problems/potential problems.
* Completing daily tasks.

February 2010: **Account Executive** *Internship*

April 2010: Grey Worldwide - Beit Mery

* Preparing creative briefs and presentations for clients.
* Searching & analyzing competitor’s ads, marketing plans, promotions and media activities.
* Suggesting creative tactical ads for local companies/brands.
* Branding new projects in term of name/image/slogan/campaigns …
* Media planning new campaigns, after monitoring and analyzing the target market, rates, viewers, budgets, competitor’s activity …

November 2008- **Salesman**

December 2009: CompuAid - Byblos

* Selling computer hardware & software.
* Solving customers’ problems.
* Preparing all offers and promotions.
* Handling accounts, payments and receipts.
* Generating daily reports.

March 2008- **Waiter**

November 2008: Crepaway – Jounieh & Byblos

* Taking and processing customer’s orders and reaching daily targets
* Completing food hygiene/safety and Bar & Barista trainings.
* Using Café suite accounting program.
* Closing daily invoices & receipts.

March 2007- **Cashier & Pastry**

October 2007: Wooden Bakery - Byblos

* Processing orders, payments and deliveries.
* Selling pastry sweets and making daily orders
* Reaching daily and monthly targets.

**Education** October 2006- **Advertising & Marketing**

June 2010: Notre Dame University – Louaize

* GPA 3.12
* 4 semesters work study at NDU offices
* Advertising Club vice president (2009-2010)
* Once on the dean’s list

October 1991- Baccalaureate in **Sociology and Economy** degree from

July 2006: Ecole St Joseph, Sainte Famille Jbeil.

**Special skills** - **Excellent communication skills**

* **Microsoft Office**
* **Photoshop**

**Languages** Fluent in: **English,** **French & Arabic.**

Pre-intermediate: **Russian**

**Hobbies** Sports (football and swimming)

Advertising and Marketing.

**Reference** Available upon request.