
MARISSA M ALI

Language Skills: English French Spanish and Arabic

Current location: Lebanon, Beirut

Phone : +9613586430

Email : marissamali.80@gmail.com

PERSONAL PROFILE

I have been working within the Marketing, Logistic, Administration, After Sales and Shipping industry for the past years and have thoroughly enjoyed the responsibilities and opportunities to provide exemplary customer service. From the early days of my apprenticeship to my current appointment it has always been my natural desire for excellence. I am adaptable and have good problem solving skills together with the ability to lead a team successfully. My technical skills and extensive repertoire enable me to work to high standards which I consistently achieve in challenging situations and in environments with limited resources.

AL SUTAN FOODSTUFF CO SARL
Marketing & Procurement Supervisor
February 2017-Present

BEIRUT, LEBANON

1. Marketing

- Provides input to marketing based on observations and customer feedback;
- Plan and implement strategies on product positioning, new market development and channel segmentation in order to augment business. Identify and penetrate new market segments and exceed profit margins;
- Assist and support on developing and implementing marketing strategies and plans as per the strategic plan;
- Prepares marketing reports by collecting, analyzing, and summarizing sales data;
- Drive and support the benchmarking and understanding of market best practices;
- Represent the organization as a progressive leader in the industry in order to capitalize the company position, image and revenue potential;
- To prepare the Marketing Business Plan and follow up on it till the end;
- To prepare a Marketing full proposal for all company's suppliers;
- To be responsible for anything related to Marketing from A to Z.

2. Procurement

- Implement procurement strategy and policies; and oversee the procurement department
- Follow up on Studies, Purchasing, Logistics and Clearance;
- Responsible on all pending issues with suppliers related to tracking orders;
- Responsible for all suppliers' contracts, and ensure contracts are in place for all suppliers of all goods inclusive of terms and condition, payment terms and delivery schedules in accordance with the requirements; control supplier's contract with proper and timely collection of dues (Discounts, Free goods...)
- To provide analysis reports concerning trucking of all confirmed orders on daily basis and on weekly basis for the management;
- To send a summary of all orders to the warehouse by the end of the month in order to do a double check on inventory;
- Negotiate and reduce shipping costs of goods to maximize realization, and try to find new ways on reducing all costs

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- Liaise with Accounts Payable Department to ensure accurate and timely payment of invoices, as necessary for the business with the suppliers.
- Build, develop and Manage vendor & key suppliers relationships aiming for an effective and productive partnerships.
- Help to lower the cost and secure agreements.
- Prepare purchase requisitions, approve and issues purchase orders in accordance with company policy and negotiated terms and conditions.
- Maintain procurement files.
- Track Purchasing activity and measurements.
- To escalate to the General Manager in case of no response on the PO after 5 working days
- Plan, execute, and finalize procurement projects according to deadlines and within budget, acquiring resources and coordinating the efforts of team members and internal departments in order to deliver according to plan.
- Define and implement the procurement policy according to the Company's strategy
- Oversee the setting of specifications and the evaluation of the suppliers
- Support the Procurement Team in all aspects related to all purchasing tasks and responsibilities, including Best Practice, Innovative KPI Implementation, Strategic Negotiation, Operating and capital Equipment Purchasing.
- Oversee quality control throughout the products purchasing life cycle;
- Control purchase procedure;
- Set stock Min and Max level of products quantity
- Oversee the Communication with international suppliers in regards to new orders, forecast and marketing programs.

ROLEX , LEBANON- A&S CHRONORA

BEIRUT, LEBANON

After Sale- services Manager

April 2016 – January 2017

- Develop and implement After sales policies and procedures
- Direct the daily operations of the After sales team
- Plan, prioritize and delegate work tasks to ensure proper functioning of the department
- Ensure the necessary resources “Spare parts and tools” are available
- Handle and resolve customer issues and complaints in a timely and professional manner,
- Dealing with dissatisfied customers and managing complaints
- Ensure the highest level of Customer Service is provided at all times, develop and maintain client loyalty
- Handle complex and escalated After sales service issues
- Analyze relevant data to determine After sales outputs
- Oversee the achievement and maintenance of agreed After sales service levels and standards

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- Identify and implement strategies to improve quality of service, productivity and profitability
- Liaise with company management to support and implement growth strategies
- Co-ordinate and manage After sales projects and initiatives
- Ensure budget and target requirements are met
- Evaluate and performance manage staff
- Identify and address staff training and coaching needs
- Building strong relationships with external customers and securing long term business
- Assess regularly the condition of equipment and service tools and work with watchmakers to identify new ways of improving service in terms of quality, cost and time.
- Preparing monthly sales and profit performance
- Assisting in planning marketing events and campaigns
- Ensuring the after sales department achieves its targets
- Monitor response time/completion/critical watches, as per Key Performance Indicators
- Monitor daily revenue collection
- Hold weekly and monthly meetings as needed and prepare all relevant reports.
- Evaluate the performance of watchmakers for improvement
- Ensure that the entire team follows the company's procedures and policies

TAMER FRÈRES SAL

BEIRUT, LEBANON

Type Of Business: Consultants - Management - Trading / Import Export - Computers

Misc - Food - Pharmacies / Pharmaceuticals - Beauty / Therapy - Cigars - Cosmetics -

Stationery - Consultancy - Management Consultant - trade - Computer Trade -

Management Consultants - Stationery Trade

Senior Marketing in the Luxury Department

April 2012– April 2016

Dealing with all issues related to Retail, Branding and Marketing for the Brands:

1. Audemars Piguet Switzerland-Jewelry/Watches
 2. Breitling Switzerland -Jewelry/Watches
 3. MontBlanc Germany &Switzerland- One of the world's leading brands of luxury writing instruments, watches, jewelry, leather goods, fragrances & eyewear
 4. Omega Switzerland-Jewelry/Watches
 5. Swatch Switzerland-Jewelry/Watches
 6. Meissen Couture Germany & Italy-Fine Arts, Porcelain, Jewelry & Silk Collection
- Managing and motivating a team to increase sales and ensure efficiency;
 - Managing stock levels and making key decisions about stock control;
 - Analyzing sales figures and forecasting future sales ;
 - Analyzing and interpreting trends to facilitate planning;

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- Using information technology to record sales figures, for data analysis and forward planning;
- Dealing with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as providing or organizing training and development;
- Ensuring standards for quality, customer service and health and safety are met;
- Resolving health and safety, legal and security issues;
- Responding to customer complaints and comments;
- Organizing special promotions, displays and events;
- Attending and chairing meetings;
- Updating colleagues on business performance, new initiatives and other pertinent issues;
- Touring the sales floor regularly, talking to colleagues and customers, and identifying or resolving urgent issues;
- Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing;
- Initiating changes to improve the business, e.g. revising opening hours to ensure the store can compete effectively in the local market;
- Dealing with sales, as and when required.
- Competitive Analysis
- Promotion Development
- Brand Development Presentations
- Consumer Insight Development
- Company Image Marketing
- Marketing Strategy
- Marketing Plan
- Marketing Campaigns
- Marketing Expenses
- Press Releases
- Maintain the work structure by updating job requirements and job descriptions for all positions.
- Maintain organization staff by establishing a recruiting, testing, and interviewing program; counseling managers on candidate selection; conducting and analyzing exit interviews; recommending changes.
- Prepare employees for assignments by establishing and conducting orientation and training programs.
- Maintain a pay plan by conducting periodic pay surveys; scheduling and conducting job evaluations; preparing pay budgets; monitoring and scheduling individual pay actions; recommending, planning, and implementing pay structure revisions.
- Ensure planning, monitoring, and appraisal of employee work results by training managers to coach and discipline employees; scheduling management conferences with employees; hearing and resolving employee grievances; counseling employees and supervisors.
- Maintain employee benefits programs and inform employees of benefits by studying and assessing benefit needs and trends; recommending benefit programs to management; directing the processing of benefit claims; obtaining and evaluating benefit contract bids; awarding benefit contracts; designing and conducting educational programs on benefit programs.

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- Maintain management guidelines by preparing, updating, and recommending human resource policies and procedures.
- Maintain historical human resource records by designing a filing and retrieval system; keeping past and current records.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Complete human resource operational requirements by scheduling and assigning employees; following up on work results.
- Maintain human resource staff by recruiting, selecting, orienting, and training employees.
- Maintain human resource staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- And preparing the Inventory, Purchase Order and Invoicing

GROUP HOSRI

BEIRUT, LEBANON

A distribution group operating mainly in

FMCGs (F.A.Hosri sal) & Telecommunications, Security systems (Sacotel sal).

Logistics Manager & Assistant to the General Manager

October 2007 – March 2012

- **FOR SACOTEL SAL (SAAD COMPANY FOR TELECOMUNICATION & SECURITY SYSTEMS)**

Dealing with all issues related to registration of the products on the concerned country and logistics works such as follow up shipments for:

1. Panasonic from Japan- Telecommunication.
2. Urmet from Italy- CCTV-Interphone .
3. Elkron from Italy- Intrusion Alarm.
4. Aprimatic from Italy- Barriers, Doors & Gates.
5. FDI - access control system.
6. Castel-IP access control

Responsible for cross trade shipment From Italy (Urmet Group to the Middle East)

- Correspondences follow up, preparing offers & PI, orders and follow up shipments.

Responsible for marketing issues:

- Coordinate with the media agencies regarding advertisement and provide them with the necessary info.
- Coordinating with Web Company for creating website and facebook page and checking with all related department in order to provide the necessary data.
- Preparing presentation for company's events.
- Issuing press releases.
- Responsible for quality matters i.e. preparing guides and presentation for phone answering skills, team works, and welcoming guests.
- Preparing Presentation for all company's products & their marketing activities (marketing activities, loyalty program card, etc...).

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- Attending seminars related to marketing and Media.
- Develop and improve the structure of the local departments to improve their effectiveness.
- Attending & preparing minutes of meetings.

- **FOR F.A. HOSRI SAL (FERNAND HOSRI SAL)**

- Dealing with all issues concerning FMCG (confectionery) and para-pharmaceutical products related to registration of the products in Lebanon and the Middle East and responsible as well for the shipping parts for brands such as:
Ritter Sport chocolate-Germany.
Fisherman's' Friend throat lozenges-UK.
Amundsen –Omega 3-Norway
Kagi Wafers (Switzerland)
Cerdan caramelos lollipops (Spain)
Jelly beans (Ireland)
Batook chewing gum (KSA)
Tagatesse sweetener (Belgium)
Diablo Chocolate diet (UK)
- Ensure to provide the necessary certificate and legalized documents from authorities concerned to register above products in Lebanon, Levant & Middle east.
- Preparing orders and checking proforma invoice accordingly.
- Ensure to have all certificates needed for customs declaration & registration of the goods.
- Preparing monthly sales report.
- Preparing yearly business plan.
- Preparing Marketing Budget presentation.
- Preparing Marketing activities for all brands.
- Preparing studies for all new potential products and comparing it with the local market and their competitive brands.
- Coordinate with all departments in order to get and to provide the necessary data required.
- Attending seminars in & outside Lebanon and preparing//presenting the presentations related.
- Attending & preparing minutes of meetings.

SYNDICATE OF SECURITY & SAFETY PROFESSIONALS IN LEBANON (SSSPL)

BEIRUT, LEBANON

Coordinator

April 2010 – March 2012

- Responsible for marketing issues
- Coordinate with the media agencies regarding advertisement and provide them with the necessary info.
- Follow up and coordinating with the entire Executive Committee member and all SSSPL members
- Preparing presentations for events

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- Issuing press releases when needed
- Attending seminars related to SSSPL.
- Liaising effectively with all the embassies and governments related to SSSPL specialization in Security field.
- Attending & preparing minutes of meetings.

MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Supervisor for Import & Transshipment documentation department

Jan 09 – September 2007

- Ensuring import documents are in conformity with import local requirements.
- Maintaining good record of database & filing.
- Ensure that all records are kept accurately and according to policies and procedures.
- Supervise & motivate the team & inform them of new regulations & procedures.
- Guide, relay and exchange with them relevant information.
- Control of reports.
- Help find solutions.
- Provide back up when needed.
- Evaluate team's performance.
- Prepare and attend meetings abroad.
- Attend team & customs meetings, training and other meetings as required.

Fully aware about requirements & regulations of local and transshipment cargo.

Maintains a good & professional relation with clients, MSC Geneva & other agents worldwide.

Senior officer for transshipment department

Jan 07 – Jan 09

Senior officer for import department

Jan 03 – Jan 07

Officer for export department

Jan 02 – Jan 03

Officer for import department

Nov 00 – Jan 02

Accomplishments:

A key person in the pre-opening of the transshipment department, such as doing researches and presenting a clear procedure regarding steps to follow // reports required //and from where to extract data.

Assisting the IT department in implementing all sorts of new programs related.

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BANQUE DU LIBAN

BEIRUT, LEBANON

Training for 3 months in the research department

2000

EDUCATION

LEBANESE UNIVERSITY –*Beirut, Lebanon*

1996 – 2000

Maitrise in Business Administration (marketing & management)

SAINT ELIE SCHOOL –*Beirut, Lebanon*

Lebanese Scientific Baccalaureate

COMPUTER SKILLS

Microsoft Windows, Microsoft Office, Internet browsing.

WRITTEN PERSONAL DEVELOPMENT & TRAININGS

Organization skills and verbal communication skills

Negotiation and problem solving

Management, Training and development program

Planning and supervisory skills

Keen about details and numbers

Initiative taker

Flexible and people oriented

Work well under pressure

Team worker and leader

Telephone Techniques

Appraisal Skills

PERSONAL INTEREST

Music, Painting, Reading and Sports

REFERENCES

Available Upon request
