
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 and administration in the shipping and luxury fields for the past decades 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.

Maison Abriza.

Middle East

Home Decor, French luxury Scented candles and Perfumes for Home, Perfumes for Body and Cosmetics

Business Development Manager.

October 2017-Present

- Opening Branches in Beirut, Bahrain, Kuwait, Jordan, UAE etc...
- Registering of the brand in The MEA and Gulf countries
- Executing Marketing campaigns, event-management, brand ambassador deals, etc...
- Recruiting sales people for all the POS
- Improving the organization's market position and achieving financial growth.
- Defining long-term organizational strategic goals,
- Building key customer relationships,
- Identifying business opportunities and Potential Distributors
- Negotiating and closing business deals
- Maintaining extensive knowledge of current market conditions.

Chronora SA-Rolux

Beirut, Lebanon

A distribution Company for Rolex and Tudor watches

After Sales Manager.

April 2016-October 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

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- Analyze relevant data to determine After sales outputs
 - Oversee the achievement and maintenance of agreed After sales service levels and standards
 - 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 Freres SAL

Beirut, Lebanon

Luxury Division, A distribution Company for Watches and Jewelry

Senior Marketing

April 2014-April 2016

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, etc...
4. Omega Switzerland-Jewelry/Watches
5. Hublot Switzerland-Jewelry/Watches
6. Swatch Switzerland-Jewelry/Watches
7. Meissen Couture Germany & Italy-Fine Arts, Porcelain, Jewelry & Silk Collection

Responsibilities:

- Organizing special promotions, displays and events;
- Competitive Analysis
- Promotion Development
- Brand Development Presentations
- Consumer Insight Development
- Company Image Marketing
- Marketing Strategy

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- Marketing Plan
 - Marketing Campaigns
 - Marketing Expenses
 - Press Releases

Other Administration duties:

- 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;
- 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;
- 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;

GROUP HOSRI

BEIRUT, LEBANON

**A distribution group operating mainly in FMCGs (F.A.Hosri sal)
and telecommunications, Security systems (Sacotel sal).**

Assistant General Manager

October 2011 – April 2014

- **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:
- Panasonic from Japan- Telecommunication.
- Urmet Group consist of :
- Urmet from Italy- CCTV-Interphone .
- Elkron from Italy- Intrusion Alarm.
- Aprimatic from Italy- Barriers, Doors & Gates.
- FDI - access control system.

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- Castel-IP access control
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 - Responsible for crosstrade shipment From Italy (Urmet Group the Middle East)
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 - 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..).
 - Attending seminars related to marketing and Media.
 - Develop and improve the structure of the local departments to improve their effectiveness.
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 - Attending & preparing minutes of meetings.
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- **FOR F.A. HOSRI SAL (FERNAND HOSRI SAL)**
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- 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.
 - Analyzing all financial & economic reports.
 - Preparing studies for all new potential products and comparing it with the local market and their competitive brands.

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- 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 BEIRUT, LEBANON

Executive Committee Coordinator

April 2012 – April 2014 (in parallel with Executive Assistant at Hosri Group)

- Serving as a communications link between Executive Committee.
- Taking full responsibility for time management and scheduling on behalf of the Executive Committee.
- Researches and Screens and prioritizes all incoming correspondence for the Executive Committee.
- Supporting the Executive Committee in presentations and other meetings, researching issues, preparing briefing notes, slides and subject files, gathering relevant documentation, etc.
- Organizing official receptions, meetings, trainings etc., handling all necessary arrangements (e.g. room reservations, guest/participant lists, invitations, catering, seating arrangements, background documentation, special equipment, etc.).

MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Supervisor for Import & Transshipment documentation department

Jan 09 – September 2011

- 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.

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MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Senior officer for transshipment department

Jan 07 – Jan 09

MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Senior officer for import department

Jan 03 – Jan 07

MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Officer for export department

Jan 02 – Jan 03

MEDITERRANEAN SHIPPING COMPANY (M S C LEBANON)

BEIRUT, LEBANON

Officer for import department

Nov 99 – Jan02

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.

**BANQUE DU LIBAN
LEBANON**

BEIRUT,

Training for 3 months in the research department

1998

EDUCATION

ESA BUSINESS SCHOOL –Beirut, Lebanon
Operational Management Program

2016

LEBANESE UNIVERSITY –Beirut, Lebanon
Maitrise in Business Administration (marketing & management)

1994 – 1998

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SAINT ELIE SCHOOL –Beirut, Lebanon

1993 – 1994

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