



LEEN AKOUM

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PERSONAL INFORMATION

Nationality: Lebanese Age: 11-11-1986

Marital Status: Single

OBJECTIVE

To serve as an Executive in an environment of trust and confidence, where my skills and abilities will help facilitate, support, coordinate and communicate with various functions amongst the organization. A role that will support the implementation of responsibilities while providing cohesive and effective operations of staff.

EXPERIENCE

June 2014 - December 2015

Marketing Manager, Creative Edge Broadcasting - MIX FM UAE – Dubai

- Plan, coordinate and manage departmental activities.
- Develop and implement creative opportunities to increase the company awareness.
- Provide support for functions and events.
- Design and Implement marketing materials if needed.
- Ensure that the brand identity is well presented, in line with the Logo guidelines and review of the any publications of internal departments to ensure conformity.
- Handling all branded items, dealing with suppliers; such as printing company, giveaways.
- Prepare marketing reports by collecting, analyzing, and summarizing sales data.
- Translate any needed documents/content for marketing use.
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Dealing with PR agencies.
- Collaborate with agencies for events.
- Handling all On Air coverage events.
- Responsible for Sales Support (Customized Presentations, Proposals, etc...)
- Prepare Statistical Analysis Report.
- In charge of Social Media.

April 2012 - June 2014

Marketing Executive, Abela & Co. – Dubai, UAE

- Plan, coordinate and manage departmental activities in coordination with the Sales & Marketing Manager.
- Provide support for functions and events, games, tournaments, Family Day, SQG meetings, Cookery Competitions, ALDA, Healthy Eating Promotions etc.
- Design and develop marketing materials. Develop and integrate marketing activities across service areas (logo, templates for proposals, PowerPoint, brochures, etc.)
- Plan and coordinate the selection of corporate gifts and complimentary gift items for promotional events (Eid, Christmas, National Day, etc.) and end of the year giveaways.
- Coordinate with the Editorial Team of Employee Newsletter – Taste Buds, in material collection, layout and printing of Newsletter; printed every 4 months.
- Develop, monitor, and track revenue and expenses for marketing budget. Make adjustments and/or recommendations as needed.
- Ensure that Abela & co.'s identity is well presented, in line with the Logo guidelines and review of the any publications of internal departments to ensure conformity.
- Handling of all printing jobs; Coordinating with Purchase Dept. for Tendering, Processing requisitions, issuing LDOs and coordinating with Printing Press.
- Assist in the opening of new locations with display boards and other related items.

June 2011 – April 2012

Sous Chef, Zayed University, Abela & Co. – Dubai, UAE

- Amass an in-depth familiarity with the kitchen's operations to fill in for the executive chef when needed and assist in resolving any problems that may arise on the job.
- Possess the ability to quickly and authoritatively delegate job tasks to a large staff.
- Draw upon considerable experience as a culinary chef that worked in many different roles and setting in order to effectively coach and mentor junior chefs.
- Ensure that customers are served well and effectively.
- Help with the planning of menus and meals.
- Maintain high food quality and presentation.
- Supervise the preparation and service of food.

September 2010 - January 2011

Sous Chef, PAUL Restaurant – Beirut, Lebanon

- Assist and support the executive chef in routine and additional tasks
- Ensure that customers are served well and effectively.
- Maintain high food quality and presentation.
- Rotate products to avoid spoilage.
- Monitor food expenditure.
- Assist cooks on the preparation, cooking and presentation of different foods in the restaurant and banquets

February 2008 - September 2010

Sous Chef, Bread Republic – Beirut, Lebanon

- Assist and support the executive chef in routine and additional tasks
- Ensure that customers are served well and effectively.
- Help with the planning of menus and meals.
- Maintain high food quality and presentation.
- Supervise the preparation and service of food.
- Rotate products to avoid spoilage.
- Handle concerns in the kitchen.
- Train and oversee kitchen workforce on recipe procedures, preparation and cleaning duties.
- Assist to the sales and cuisine team.

March 2007 December 2008

Data Entry, ITEC – Saida, Lebanon

- Enters customer and account data by inputting alphabetic and numeric information on keyboard or optical scanner according to screen format.
- Tests customer and account system changes and upgrades by inputting new data;
reviewing output.
- Maintains operations by following policies and procedures; reporting needed changes.
- Maintains customer confidence and protects operations by keeping information confidential.
- Contributes to team effort by accomplishing related results as needed.

EDUCATION

2007 - 2011 BA in Marketing, Lebanese International University - Lebanon

1988 - 2006 Baccalaureate, Humanities, Al – Qualaa’ Secondary School Saida, Lebanon

LANGUAGES

- Arabic (Mother Language)
- English (Fluent Written and Spoken)
- French (Fair)

SKILLS& EXPERTISE

- Microsoft Office
- JD Edwards
- Social Media Marketing
- Graphic Design
- Adobe CS5 (Photoshop – Illustrator)
- Marketing Research
- Communication Skills

REFERENCE

Reference available upon request.