



## Christiane El Kareh

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### Education

- **Newport University** – Newport University  
**Degree:** Master of Business Administration 2005
- **Lebanese University** – Faculty of sociology  
**Degree:** Master of Sociology 2004
- **Lebanese University** – Faculty of sociology  
**Degree:** Bachelor of sociology 1996
- **La Sagesse School** – Jdeideh  
**Degree:** High school or equivalent 1991

### Work Experience

#### **L'Oreal Paris**

#### **Regional Merchandising/Trade Marketing manager**

**January 2014 till August 2020**

- Define and create the brand retail design & merchandising image at the point of sales (POS) and elaborate the strategy to implement this image in line with the global brand objectives in Levant.
- Decrease cost of PLV by negotiating new prices with the supplier or by recruiting new- Guarantee the ROI of POS in line with business objectives
- Building new opportunities in developing & enhancing merchandising level in Levant especially in APL.
- To provide commercial team with merchandising needed tools for contracts 2014 to get better shelf share & visibility.
- Create and manage the spatial concept of the brand for any distribution
- Expresses and decodes brand's image/ value and sense of purpose
- Understands and integrates market specificities
- Understand customer's path and shopper experience's rules
- Uplift brand's visual identity to build customer centric retail concepts
- Set plan o grams & Merchandising handbook for Levant.
- Contracts application for 2014 in Levant.
- Upgrade stores / **PERFECT STORE** : hair care/ coloration / skin on-shelf valorization
- Execution of Unique Beauty event in LEVANT.
- Apply CATMAN in top accounts in Levant.

#### **Merchandising manager Food Mass & Drug channels (Make up)**

**March 2013 till December 2103**

- Create and manage the spatial concept of the brand for any distribution
- Adapt this concept to any merchandising tools and to any business objectives.
- Undertake the conception, development & follow-up of flagship stores previously defined with the Zones
- Lead the creation of POS material answering the marketing plan needs
- Develop communication tools for countries to transmit brand values and identity (brand charter, negotiation rules...) Manage external suppliers: designers, production teams...
- Recruit, develop and manage his/her team.
- Ensure development of expertise and know-how and support organization changes
- Be close to the field needs and trends
- Ensure follow-up of budget

#### **Target Food**

#### **1- Head of merchandising department**

**July 2011 till February 2013**

- Manage & supervise the merchandiser's team on a daily market visits.
- Keep updated regarding offers/gondolas/displays/pyramids/events/exhibition etc..
- Create new ideas & make sure that the image of the products is projected at all times.
- Set a monthly objective for the team based on our priorities.

- Conducts quarterly KPI's for the department & select best merchandiser.
- Coordinate & follow up with the sales & marketing department.
- Align with the sales team the day to day channels' issues.
- Reports Merchandisers Team's performance to the General manager.
- Negotiation of the EYD & visibility of the new contracts with our customers.
- Train & hire merchandisers.
- Problem solver for the merchandising team/ Monitor competition activities.
- Set plan o grams & Merchandising handbook
- Update & coordinate with the GM.

**Hanilor S.a.l ( Nasrallah group)**

**1-Brand Manager**

**January 2009 till January 2011**

- Assures directly the responsibility of preparing sales and marketing plans for the brands /A&P budget.
- Is directly responsible of the execution of the sales and marketing activities of the brands in coordination with the Sales Manager and Marketing Director.
- Is directly involved in all BTL operations with all related material such as: POS, trade offers, consumer promotions, customer bonuses, sales incentives etc...
- Is directly responsible of the supplier's visits in coordination with the Marketing Director.
- Set the activities & communication calendar for the whole year.
- Monitor competition activities & develop counter plans
- Responsible to set local activities & future plans/ SWOT analysis

**Creative impact S.a.r.l**

**1- Account manager for Nokia Brand**

**October 2008 till January 2009**

- Ensure field force team is consistently operational as per Nokia standards in all agreed covered areas
- Consolidate and report market intelligence and other reports
- Assist in recruitment and training of new team leaders, trainers and retail rep
- Ensure budget controls and administrative follow up to meet payment deadlines
- Ensure key business performance indicators are met (primary and secondary KPI's)

**Nestlé société pour l'exportation des produits Nestle s.a.l. Dbayeh**

**1- Merchandisers Supervisor**

**July 2005 till December 2007**

- Supervision of all Merchandisers Routes, work is done coherently within guidelines and ensures visibility of Nestle Products.
- The voice of Merchandisers ideas, recommendations
- Supervising the implementation of the sales channels related to all market activities by the merchandisers
- Motivation Booster "Tap on the Back", Team spirit
- Ensure that Mission & Task details shared equally to & by all the team members." Share Market feedback between each other"
- Set & Follow up Monthly objective
- Fight to have competitive advantage over other companies (by pushing Merchandisers to implement more POS Materials & improving Nestle shelves visibility, in order to differentiate ourselves)
- Do Visibility & Availability studies
- Set plan o grams & Merchandising handbook
- Maximize short & long term relationships with customers to become the preferred company
- Gather competitor information from Merchandisers & from the market in order to be communicated within the company

**2- Field Sales Representative**

**January 2002 till July 2005**

- Planning & preparation for each outlet/ Handling customers' issues
- Application of sales nine steps of a call
- Set up contracts with all outlets visited by FSR

**3- Merchandiser**

**March 1998 till December 2001**

- Maintain display / usage of POP Materials/ Apply FEFO
- Check the shelves by category/ Record competitors' activity
- Fill the shelves/ensure stock hygiene
- Implementation of plan o grams & merchandising guidelines

**SOCODILE- NEXTY s.a.l. Hamra**  
**Sales Representative**

**January 1998 till July 1998**

**Trainings &  
Seminars/Courses**

**1. Seminars at Nestle:**

- 12-13 June 98 "Selling & Merchandising Skills II"
- 04-05 May 99 "Advanced Selling Skills"
- 09-10 April 01 "Selling Skills for Sales Reps"
- 19 Feb 02 "Initial training sales"
- 21-22 June 02 "Personal Effectiveness: Interpersonal Skills in the workplace"
- 17-18 March 04 "Positive Influencing Skills"
- 21-22 Nov 05 "Breakthrough to Peak Performance"
- 10-12 Dec 05 "Value creation"

**2- Seminars at L'Oreal:**

- 22-26 March 13 "Transition to team management" with "Dr. Raymond Laferla "(L'Oreal Zone trainer)
- 13- 14 May 15 "Practical Category management workshop"
- 21- 24 March 2016 "CATMAN directors seminar" – L'Oréal head Office- Paris
- 15- 16 May 2018 "Real presentation" – L'Oreal by Trace training

**3. Seminars at Newport:**

- 04-08 Dec 03 "Strategic Brand Management"
- 15-18 April 04 "Managing Organizational Change"
- 05- 08 May 04 "Project Management Techniques"
- 29 July- 1 Aug 04 "Creative Manager"
- 03-06 March 05 "Marketing Audit"

**4. Seminars at NBTS:**

- 17 Jan 04 "Leadership Challenges in Today's World"
- 03 Apr 04 "Developing Creative Thinking"

**5. Seminars at Target Food:**

- 7 July 12 "Time Management"
- 8 Sep 12 "Negotiation Skills in Modern & Traditional Trade"
- 6 Oct 12 "Communication Skills"

**6. Udemy online courses:**

- 15 Dec 20 "Project Management: Master Project Management –PMP/PMI"
- 15 Dec 20 "The Ultimate SEO, Social Media & Digital Marketing Mastery"

**Languages**

Tri-lingual in Arabic, French and English

**References**

Mrs. Ellen Hattar- Project Manager -Tel: 604-313-3960

Mrs. Amal Chebaya- Real Estate Manager - Tel: 604-880-4675

Mrs. Reine Mykyte- St Sacrament School principal- Tel: 236-333-2703

**Books**

- "7 Habits of Highly effective people" Stephen Covey
- "The 8<sup>th</sup> Habit" Stephen Covey
- "The mind of the soul, responsible choice" Gary Zukav
- "The positive You" Anita Papas
- "The one-minute manager" Ken Blanchard
- "Who moved my cheese" Spencer Johnson
- "The situational leadership model" Ken Blanchard

**Interests**

- Team Building
- Category Management
- Leadership styles
- Motivation & self-improvement

**Social Media**

Instagram: <https://www.instagram.com/christianekareh/?hl=en>

FB: <https://www.facebook.com/christiane.kareh/>

LinkedIn: <https://www.linkedin.com/in/christiane-el-kareh-a300281a/>