

Lena El Ghouli

Email: Lenagh.El@gmail.com

Mobile: +357 99 10 27 00

Address: Kosta Pilavaki 21, 3075 Limassol- Cyprus

Motivated and Events Specialist with more than 10 years' experience in corporate events management and 2 years in Digital Marketing



[linkedin.com/in/léna-el-ghoul](https://www.linkedin.com/in/léna-el-ghoul)

WORK EXPERIENCE

Marketing & Events Specialist

Zimmer Biomet /Lebanon

2017 – 2020

- Organize, participate in, and execute meeting under the MedTech Europe guidelines and corporate compliance program.
- Manage Local and international events Digital social media platform communication and announcements.
- Interface with a diverse group of internal and external personnel including senior management
- Negotiate contract with vendors (hotels, conference centers, and other)
- Provide administrative events support to the department including marketing campaign via our major network.
- Track and monitor invoices, charges and expenses.
- Manage events materials, F&B, transfers, housing lists and Healthcare Professionals process related requirements.

Senior Events & Marketing Associate

ALGORITHM PHARMACEUTICAL COMPANY 2011– 2017

- Coordinate event details as determined by requestors within company policies and leveraging company preferred vendors.
- Arrange airlines tickets, hotels booking, transfer, F&B...
- Complete post-event reports that include client feedback, costs summaries and improvement recommendations.
- Support multiple projects simultaneously, thru effective communication and while maintaining high quality standards.
- Ensure that the company complies with all legal regulations and standards

Travel Coordinator

MTV Lebanon

2008 – 2011

- Provide front-line customer service to employees at all levels, answer travel related inquiries, interpret travel policies and procedures, and assist with issue resolution.
- Process travel invoices in a timely manner and coordinate contract revisions; conduct and administer audit reporting.

LANGUAGES

Arabic (Native), French (Fluent), English (Fluent)

CERTIFICATION

- ✓ Integrated Market Communication
- ✓ Digital Marketing
- ✓ PMP exam preparation course

EDUCATION

Bachelor Business

Administration - Marketing

Holy Spirit University of Kaslik
Lebanon – 2008

SKILLS

Management, Negotiation Skills,
Budgeting, Asset Management,
Project Management

Events & Marketing EXPERIENCE

- Planning and executing corporate and educational events Logistics in a four and five-star hotel.
- Strong Project Management Skills
- Cooperating in the contacting and booking Key Experts / Speakers
- Online Events Platform(Cvent)
- Staying updated with the latest social media updates and trends