

Elissa RIZKALLAH

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EDUCATION

2023 - 2024	HEC Paris Master of Science in Marketing Ranked #1 MSc in Marketing worldwide by Financial Times for year 2023 Key Subjects: Retail Consultancy, Pricing Strategy, Brand Management, and Data Analytics Merit-Based Scholarship granted by CMA CGM	Paris, France
2020 - 2023	Lebanese American University Bachelor of Science in Business with an emphasis in Banking and Finance GPA: 3.92/4.00, Dean's High Distinction List (Top 10%) Key Subjects: Corporate Finance, Strategic Management, and International Investments	Beirut, Lebanon
2022	American Business School of Paris Exchange Semester – Major: International Finance	Paris, France

PROFESSIONAL EXPERIENCE

May - August 2023	800 Storage <i>Sales Supervisor</i> <ul style="list-style-type: none">- Achieved monthly sales targets of \$40,000+ by implementing effective sales strategies and conducting regular sales performance evaluations- Collaborated with high-end consumers across the UAE, resulting in 50+ successful deals by tailoring storage solutions to meet unique needs and ensuring high customer satisfaction- Pioneered market analysis to maintain a competitive industry advantage by tracking customer preferences and identifying emerging markets	Dubai, UAE
May - July 2022	Chamber of Commerce, Industry and Agriculture <i>Economic Researcher</i> <ul style="list-style-type: none">- Analyzed economic indicators and forecasted its impact on the Lebanese economy- Reviewed and critiqued the government's financial sector recovery strategy and economic roadmap- Elaborated a research paper evolving around the influence of Covid-19 on the global economy	Beirut, Lebanon
Feb - April 2022	Printemps <i>Junior Consultant</i> <ul style="list-style-type: none">- Created a benchmark comparing Metaverse and NFT practices in worldwide department stores- Launched an action plan based on market analysis to implement NFT practices in-store- Implemented the proposed recommendations based on the budget allocated and targeted different segments of customers	Paris, France

EXTRACURRICULAR ACTIVITIES

Sept 2023 - Present	HEC Paris <i>Student Coordinator & Class Representative</i> <ul style="list-style-type: none">- Engage in student recruitment through webinars and global communication via UniBuddy and LinkedIn- Serve as a liaison between students and program management promoting a collaborative and positive environment within the HEC Community	Paris, France
Feb 2021 - June 2023	MMKN Organization <i>School Coordinator Volunteer</i> <ul style="list-style-type: none">- Supervised 2 schools and tutored 80 unprivileged children in academic subjects, such as Math and Arabic	Beirut, Lebanon

SKILLS AND INTERESTS

Languages	English (native), Arabic (native), French (fluent)
IT Skills	Microsoft Office (Word, Excel, PowerPoint, Outlook)
Certifications	Inside LVMH, Management of Fashion and Luxury Companies (Bocconi University)
Interests	Swimming (champion for 5 years), Boxing (3 years of practice)