**GHADY** **AWWAD**

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**EXPERIENCE**

**Freelancing***, Lebanon, Qatar, United Emirates, Greece*

*Health and Wellness Coach – Fitness, Yoga, Meditation, Employee Wellbeing. April 2001* – Present

* Provide personal and professional coaching for CEOs and executives on "mindful leadership."
* Guide employees in big corporations through stress and anxiety management.
* Create individual and corporate wellness and employee wellbeing programs.
* Coordinate and organize on-site fitness classes and activities, including yoga and meditation sessions.
* Implement companies' wellness programs, resulting in a 15% decrease in employee sick days and a 20% increase in employee productivity.
* Collaborate with human resources to develop a comprehensive employee benefits package that includes incentives for healthy living and participation in wellness activities.
* Build a culture of health and wellness through regular communication and education efforts, educating employees on the importance of self-care and maintaining a healthy lifestyle.
* Organize and lead regular wellness challenges and competitions to encourage employee engagement in healthy activities.
* Execute an employee recognition program that rewards employees for participating in wellness activities and healthy living.
* Manage fitness centers, private and collective wellness and wellbeing retreats.
* Offer personalized nutrition and fitness plans for 2000+ clients, facilitating their achievement of health and wellness goals.
* Provide ongoing support and accountability to clients through regular check-ins and progress evaluations.
* Conduct assessments, including body composition analysis and fitness evaluations, to track progress and adjust plans as needed.
* Collaborate with other healthcare professionals to provide comprehensive care for clients.

Online Training and Webinars:

* Conduct interactive webinars on various health and wellness topics, reaching a global audience of over 10,000 participants.
* Develop and deliver online training courses, including meditation and stress management, with an average satisfaction rating of 4.8/5 from course attendees.
* Utilize web-based platforms and virtual tools to engage participants in remote learning environments effectively.
* Create and host on-demand training resources accessible to clients for continuous learning and skill development.
* Leverage social media and email marketing to promote webinars and attract a diverse and engaged audience.
* Collaborate with industry experts and thought leaders to co-host virtual workshops and panel discussions, expanding the reach and impact of webinars.

Learn more about my work and approach at [www.ghadyawwad.com](http://www.ghadyawwad.com/).

**Bank of Beirut,** Beirut, Lebanon

*Project and Campaign Digital Manager – Digital Transformation Marketing and Communications* March 2021 – Present

* Effectively manage the digital marketing strategy from conception to delivery and lead the team towards the goals while overseeing the scope and resources, tracking the budget, developing plans, and giving status updates.
* Successfully direct different work streams for online and offline communication projects with multiple accounts, to deliver as per agreed scope, timing, budget, business needs, strategy, and expected quality.
* Conceptualize creative campaign ideas and initiatives on the internal, external, local, and international levels (such as for Business Banking, Beirut Insurance Group, Retail Products).
* Collaborate with third parties (such as partners, other departments, media companies) for the delivery of some projects.
* Mitigate potential project risks by detecting them and deploying preventive strategies.
* Liaise between the account/business owner and the media/communication department.
* Support the Head of Department and other managers by giving recommendations based on market research analysis, the evaluation of trends, brand awareness and competition ventures.
* Ensure the adherence between Bank of Beirut’s brand and identity from one side, and communication channels and campaigns from the other.
* Rally the organization’s community around bank activities, causes and strategies through different offerings and support during the period of crisis.
* Responsible for the business digital transformation from over the counter to digital transaction payables and receivables .
* Creating new digital identity for our partner beirut insurance group in all sales and marketing aspects.

*Branch Sales and Services Quality Manager – Retail Banking* Apr. 2016 – Feb 2021

* Maximized the sales force performance, productivity, efficiency, and profitability in 66 branches through focused activity management and control.
* Effectively supported and motivated sales force to achieve set targets.
* Enhanced employees’ engagement by increasing awareness around the bank’s products/services, and their contributive role amongst the bank’s growth.
* Identified areas of skills improvement for the sales force and adopted training and coaching to develop individual competencies.
* Maximized return on investment for running campaigns by managing and directing activities and controlling the distribution in all strategic segments.
* Proactively assisted customers and staff with complaints and queries.
* Guaranteed the Key Performance Objectives (KPO) are achieved through continuous follow-up and support amongst salespeople.
* Supervised around 60 team leaders, 50-60 senior salespeople, and 80-90 Personal Banking Representatives and junior salespeople.
* Achieved sales targets in 80% to 90% of branches.
* Ensured the implementation of quality, compliance, operations, and audit standard guidelines.

*Field Quality Assurance Manager – Retail Banking*  Aug. 2014 – Apr. 2016

* Verified the service’s quality standards are followed by conducting field visits in 65 branches.
* Enhanced customer service operations by overseeing individual performance and supporting when necessary.
* Contributed in employee performance appraisal by evaluating individual performance and reporting to the Head of Retail, Head of Operations, and Branch Manager.
* Coached tellers and personal bankers in dealing with customers to continuously deliver a transparent, professional, and satisfying service.
* Followed-up on sales activities and guided personal bankers through achieving their biannual, individual objectives and targets while maintaining high professionalism and ethics.
* Took charge of the latest Saving Plan campaigns in 35 branches.
* Gathered surveys about Bank of Beirut and competitors across Lebanon to build the Branch Observation Sheet.
* Accompanied and supported sales’ new joiners in their starting period.

*Senior Branch Sales and Service Quality Officer – Retail Banking* Dec. 2011 – Feb. 2015

*(Segment Owner – Gold Segment)*

* Handled the fields sales projects offered by the Top Management.
* Managed the salary domiciliation project for the Lebanese American University (LAU) in Jbeil (reaching 85% of total staff).
* Assessed services’ quality and customer experience by conducting branch field visits.
* Managed the Gold Customer Segment which consisted of 56,000 members and assisted 65 branches in issues related to its features.
* Reported the status of campaigns and segments to the Top Management.
* Facilitated and accelerated the work process by liaising between the Field Quality Manager and the back office.
* Prepared statistical reports on sales activities and potential customers.
* Carried out market studies and customer surveys to adapt services and operations in different branches and respond accordingly.
* Cooperated with the Field Quality Manager to develop statistical reports related to the Gold Segment’s performance, to evaluate the alignment of productivity with set targets in different branches.
* Collaborated with the Field Quality Manager in tackling problems with the concerned internal department and provide necessary solutions to maintain the adequacy of customer service.
* Facilitated sales activities by maintaining working material up-to-date and managing the communication between branches.
* Elevated productivity, engagement, and collective spirit by initiating and leading constructive inter-branches competitions after reporting performance appraisal to the concerned parties (such as the Branch Manager, Field Quality Manager, Personal Banking Representative, etc).

*Product Developer and Marketing Specialist*  Feb. 2008 – Dec. 2011

* Improved new and existing retail products and services by conducting market and product research.
* Created Marketing strategy and the branding for the financial products
* Followed on the implementation of the marketing strategy on the needed channels
* Facilitated market penetration for new targeted markets by developing projects.
* Increased competency levels of Branch Managers and Personal Bankers by directing training programs.
* Managed the Educational Loan product: Market Study, IT testing, Profitability Study, Costs and Expenses Analysis, Product Development, Marketing Strategy, On-the-Ground Exposure, etc.
* Simplified sales techniques for sales agents by building gimmicks for different products.
* Collected surveys for new products and offerings to assess customer reviews.
* Managed the sales rotation to target different segments and sell new products.
* Kept the bank’s website and intranet up to date.
* Created bundle offers including main banking products and bank assurance products.
* Developed and managed the Youth project:

*Increased sales from 550 Youth packages to 4500 packages.*

*Recruited part-time representatives from different universities around Lebanon.*

*Followed up on sales updates as a sales trainee.*

*Formed relationships and set targets with different universities around Lebanon.*

**Zoughaib Jewelry,** Beirut Lebanon

*Indoor Salesperson*  Dec. 2006 – Jan 2008

* Handled VIP clients’ portfolio by managing sales at the diamond division.
* Assisted clients with queries and matching items to their requirements and wants.
* Encouraged customers’ purchasing decisions by informing them about different items and features.

**Ministry of Immigrants,** Beirut, Lebanon

*Administrator/Quality Performance*

* Handled data-entry.
* Worked on funding projects.
* Organized the distribution of funds to concerned people.
* Ensured client satisfaction by addressing needs and complaints to the concerned department.

**Soft Neon Company,** Beirut, Lebanon

*Sales Coordinator (Part-Time)* Aug. 2002 – Feb. 2006

* Liaised between new clients and the company.
* Enhanced client experience by addressing needs and complaints to the concerned department.
* Took charge of direct sales of neon outlets, vinyl, and billboards.

**EDUCATION**

**AUCE University,** Beirut, Lebanon

*Master’s Degree in Business Administration*  2021

**Notre Dame University (NDU),** Zouk, Lebanon

*Bachelor’s Degree in Advertising and Marketing* 2006

**Evangelical School for Boys and Girls,** Rabieh, Lebanon

*Lebanese Baccalaureate* 2001

**CERTIFICATIONS**

* Health and Wellness Coach – ACE (2022)
* Assessing the Performance of your Team #1 – IQUAD Learning Solutions (2018)
* The Scotwork Advancing Negotiation Skills – Scotwork (2017)
* Color Selling – Starmanship & Associates (2016)
* Service Excellence – Tracetraining (2016)
* International Yoga Instructor – Yoga alliance (2016)
* Situational Frontline Leader – Starmanship & Associates (2015)
* Stretch Dimension Selling – Tracetraining (2014)
* Sports Medicine – National Academy of Sports Medicine (2014)
* Debit Branch Optimization – Visa (2013)
* Wowing Customers – Tracetraining (2013)
* Sales Advantages – Dale Carnegie (2012)
* Advanced Personal Training and Rehab from Injury (2012)
* Personal Trainer and Sports Nutrition – IFPA (2006)
* Certified Yoga Instructor 200 hours – Yoga Alliance (2006)

**SKILLS AND TRAITS**

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| * Self-motivated | * Client Relational Skills |
| * Work Ethics and Professionalism | * Compassionate and Emotionally Intelligent |
| * Leadership and Influencing Potential | * Clearly Transmit New Information to Others |
| * Effective Organizing Skills | * Analytical Skills |
| * Coaching and Training Skills | * Business Acumen |
| * Effective Communication | * Strategic Planning Skills |
| * Performance Management | * Customer Oriented |
| * Sense of Collaboration and Teamwork | * Delegation Skills |

**TECHNICAL PROFICIENCIES AND LANGUAGES**

* Native Arabic, Proficiency in English and French.
* Good Manipulation of Word, Excel, PowerPoint, MS Office.
* Adobe Photoshop, Canva, Adobe Premier, Adobe Illustrator, Coral Draw, Quark Express, 3D Max.
* Omega Cashing System, Results-Based Management (RBM) system (Banking).