

# Zackaria Fleifel

## Marketing Coordinator

Beirut, Lebanon | ☎ +961 70 879 330

📅 Lebanese, 14 April 1989

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### ▪ Summary

As a marketing coordinator with more than 10 years of experience in the cinema industry I am responsible for films marketing, distribution & Sales. I manage events booking, NGO Screenings, Movie Premieres at various theaters location in Lebanon, Kuwait, Jordan and Bahrain.

Working with major and independent film distributors and studios as Warner Bros, Joseph Chacra & sons, Italia Films, Eagle films, & being involved in negotiations, preparing sales and advertising contracts, reviewing advertising material DCP, KDM operation to cinemas, online & offline advertisements, in theater- materials, Ads & TV commercials, Driven by my entrepreneurial spirit I'm outgoing, gregarious, spontaneous nature and highly focused and detail-oriented. I am skilled in meeting budget restraints and timelines management.

### ▪ Employment & Work Experience

#### Marketing Coordinator | Grand Cinemas

2016 \_ 2019

- Film release and programing, TMS schedule, showtimes and theater interlock titles on weekly basis
- Coordinating and Assisting in projects/campaigns led by the Sales and Distribution Manager be it Movies promotions, Sales, Events or tie-ups projects.
- Pursuing the implementation of the Movies Marketing plans in a timely manner set by the marketing Manager and Distribution Manager, that is the P&A and Marcom timeline sheets, in terms of promotional materials delivery to cinemas and all other 3<sup>rd</sup> parties.
- Following up with suppliers and third parties for deliverables tracking, as per the P.O signed by the Marketing Manager
- Issue booking orders and related needed documents of the campaigns/ events/ tie-ups locked by the Sales and Distribution Manager, and channel it through other departments according to the procedures.
- Issuing the needed legal documents upon any financial transaction done by the Marketing Manager and Distribution Manager (Invoice, receipt, cheques) Consolidating all post-event files and clippings of marketing activities, mainly in Kuwait, and consolidate it in a presentation
- Weekly Update Materials Sheet (Coming Soon Movies, Now Showing, Arabic Synopsis) for Website and M.APP Update POS and LED's Sheet in Branches
- Follow-up on Ads with the Media Agencies in Kuwait Jordan & Lebanon / Ads Sequences and Booking orders
- Sharing Updated SR& Co Movie Materials with Partners and Web portals, Bloggers, Publications platforms & Press
- Monthly Closing Reports, Movies Campaigns marketing timeline.

### Skills

- Adobe software (Ps/Ai/Pr)
- Customer Relationship Management
- Event Planning
- Marketing & Content Strategy
- Microsoft Dynamics NAV
- Microsoft Office (Word, Excel, PowerPoint)
- Operations Management
- Project Management
- Sales & Budgeting
- Vista (CMS)

### Languages

- Fluent In English,
- Fluent in Arabic,
- Moderate in French

### Overview

- Cinema experience and ability to work under timeframes pressure
- Excellent interpersonal and organizational skills
- Ability to identify/analyze and resolve on task problems
- Certified to 'Apply First Aid'

## **Cinemas Administrative Assistant | Grand Cinemas**

2011 \_ 2016

- Achieving audience and sales targets , advertising for promoting films
- Budgeting, cash handling and stock control, Conduct spot checking for over/shortage in cash
- Communicating effectively with colleagues and guests
- Developing an understanding of the local market, including customer expectations, Ensuring audience satisfaction, Handle customers' requests and complains
- Liaising with film societies and other groups within the industry
- Maintain a daily updated log book, Managing promotions within the cinema
- Monitoring and maintaining cash flow, ensuring that there are no shortages
- Preparing daily /monthly reports, and maintains an organized filing
- Set staff schedules, handle weekly/monthly meetings
- Ticket sales, either face to face or via telephone, reservations and bookings

## **Assistant General Manager | Jawhar Trading Company Automotive 2010 \_ 2011**

- Provide administrative related support to GM, ensure GM's daily work running smoothly , assist with other functions such as data entry and other clerical duties as requested
- Provides assistance to General Manager in all facets of daily operation
- Actively seek to provide development opportunities for staff; provide specific and objective feedback to maximize performance
- Assist and work with General Manager to manage, direct and coordinate the overall operations of the sales and purchase orders
- Assigns tasks and delegates work, monitors job progress and work flow, appraises work performance. Conducts regular audits to ensure overall compliance

## **Data Entry Specialist | Jawhar Trading Company Automotive**

2009 \_ 2010

- Assist Team Leads and department manager with the development and implementation of internal controls and procedures
- Create electronic documents to be placed on Lockton's Intranet, network directories, or e-mail attachments
- Provide technical coaching and mentoring to Information Processing Associates
- Protect the confidentiality of information learned in performing the duties for vendors - client transactions
- Proofread Information Processing Services work products, Create Excel spreadsheets

## **Concession & Beverage Specialist | Empire Cinemas Lebanon**

2006 - 2009

- Assisting customers and maintaining the store's presentation in both the general merchandise department and apparel department.
- Taking orders and maintaining stock.
- Handling customers calmly and diplomatically in a fast paced environment.
- Developing the ability to manage different tasks individually.

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## **Education**

**Arab Open University – LEBANON | 2010 – 2013**

Bachelor of Business Administration - BBA Field of Study  
Business Administration and Management, General

**Gebran Ghassan Tueni Ashrafieh High School | 2009 – 2010**

Degree Lebanese Baccalaureate II Field Of Study Life Science