



Lara Bissar

Fashion Marketing & Communication

Paris, France

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Languages

Spanish (Basic)

French (Native)

English (Fluent)

Arabic (Native)

German (Basic)

About

Graduated with a MA in Fashion Promotion, Communication & Media from Istituto Marangoni, I am currently looking for a job in Marketing.

BRANDS WORKED WITH

Christian Dior Couture

ELIE SAAB

Fransabank SAL

Lucien Pages communication

Promofix Media

Experience



Showroom Coordinator

Lucien Pages communication | Sep 2022 - Dec 2022

- Organization & maintenance of the showroom
- Coordination of all agency shipments
- Interface with press officers and stylists for the management of shopping requests and management of the appointments calendar
- Centralization and verification of common shopping
- Supervision of the referencing of collections
- Supervision of the dispatch of collections for press presentations abroad (preparation of dispatches, ATA booklet, etc.)
- Coordination of trainees



Showroom Assistant

Christian Dior Couture | May 2022 - Jun 2022



Showroom Assistant

Christian Dior Couture | Mar 2022 - Mar 2022



Showroom Assistant

ELIE SAAB | Oct 2021 - Oct 2021



Showroom Assistant

Christian Dior Couture | Mar 2021 - Mar 2021

Marketing Intern

Promofix Media | Jun 2019 - Aug 2019

- Assisted and learned about PromoFix's marketing process and their own network PFX.
- Provided a daily monitoring
 - Worked with Sales team members to develop & understand digital marketing strategies that will meet goals & objectives
 - Assisted with the creation of presentations
 - Assisted with tracking campaign progress
 - Assisted with measuring and reporting on the performance of digital marketing campaigns

Internship

Fransabank SAL | Jun 2018 - Jul 2018

- Introduced to the world of banking, in the customer service process and the operations process.
- Operational tasks: Cash deposit and withdrawals, checks operations, inward and outward transfer, payment of bills
 - Commercial: Accounts opening, debit/credit cards creation, loans forms

Education & Training

- 2020 - 2021 ● **Istituto Marangoni**
Master's degree,
- 2018 - 2020 ● **Grenoble Ecole de Management**
Bachelor's degree,
- 2017 - 2018 ● **Montpellier Business School**
Bachelor of International Business Administration (BBA),
- 2016 - 2016 ● **Oxford Royale Academy**
Summer School,
- 2002 - 2017 ● **Lycée Alphonse de Lamartine de Tripoli**
Baccalauréat,