



# NATASHA MROUEH

SR. EVENT &  
MERCHANDISE COORDINATOR

📍 [Beirut, Lebanon](#)  
☎️ [0096171.959.105](tel:0096171.959.105)  
✉️ [natasha.mroueh@gmail.com](mailto:natasha.mroueh@gmail.com)

## ABOUT ME

Dedicated and results-oriented Senior Event and Merchandise Coordinator with over 10 years of experience in the industry. Renowned for combining strong analytical skills with creative flair to oversee all aspects of event planning and merchandise lifecycles, from initial concept through to successful delivery. Demonstrated expertise in optimizing inventory levels, enhancing product visibility, and driving sales through strategic event management, merchandising, and marketing initiatives. Skilled in fostering cross-functional collaboration, leveraging market trends, and executing high-impact events to maximize profitability. Eager to contribute my experience in event management, product development, vendor relations, and project coordination to a dynamic and forward-thinking team.

## WORK EXPERIENCE

### LAVELLIERE JEWELRY, LEBANON

Beirut  
2020- Present

#### Sr. Events & Merchandise Coordinator

- Led the development of event concepts, themes, and objectives in alignment with the brand's luxury image and market positioning.
- Created comprehensive event plans, including detailed timelines, budgets, and logistical arrangements, ensuring each event enhances the brand's prestige and appeals to a high-end clientele.
- Selected and managed venues that reflect the luxury and exclusivity of the brand, ensuring they meet the specific requirements of high-profile events.
- Conducted site visits, evaluated venue options, and selected locations that meet event requirements and client preferences.
- Oversaw contract negotiations and ensured all vendor agreements are fulfilled to the highest standards.
- Led and mentored a team of event coordinators and support staff, delegating tasks and ensuring efficient collaboration.
- Assigned tasks and responsibilities, monitored progress, and addressed any issues that arise during the planning and execution phases.
- Facilitated regular team meetings to review event status and ensure alignment with goals.
- Oversaw the setup, execution, and breakdown of events, ensuring all elements are in place and functioning as planned.
- Built and maintained strong relationships with clients, providing exceptional service and ensuring their satisfaction.
- Addressed client feedback and implemented improvements for future events.
- Collaborated with marketing and design teams to integrate brand messaging and aesthetics into event materials and presentations.
- Utilized social media, email campaigns, and other channels to generate interest and engagement for events.
- Led the development and execution of product strategies aligned with market trends and brand positioning schemes.
- Developed merchandize strategies to maximize product visibility and drive sales in stores and online platforms.
- Conducted market research and analysis to identify consumer preferences, competitor activities and emerging trends in the jewelry industry.
- Utilized insights to recommend product enhancements or new product introductions that capitalize on market opportunities.
- Managed the product lifecycle from ideation to launch, ensuring timely delivery and adherence to the set brand standards.
- Sustained efficient communication schemes with the teams in Kuwait, Lebanon and Qatar to ensure operational optimization.

**ROTANA AUDIO  
VISUAL,  
BEIRUT - LEBANON**  
2011- 2019

## MAJOR EVENTS

- Mawazine Festival, 2019
- New Year's Eve, Dubai, 2018
- New Year's Eve, Dubai, 2017
- Eid Al Fitr, KSA, 2017
- Al Adha and Mohammed Abdo Album Release, 2016
- Jarash International Festival, 2015
- Rotana Café Dubai – JBR Grand Opening, January 2014
- Hala Febrayer – Skating Showroom – Kuwait, February 2014
- Elissa Album Launching – Virgin Megastore – Beirut – Lebanon, August 2014
- Haifa Wehbe Album Launching – Lebanon, May 2012
- Carthage Festival

## REFERENCES

### DIMA FAKHREDDINE

Co-Founder & Executive Manager  
Lavelliere Jewelry

E: [dima.fakhreddine@gmail.com](mailto:dima.fakhreddine@gmail.com)

*Further Reference can and will be provided upon request.*

**ARAB BANK,  
BEIRUT, LEBANON**  
2008 - 2009

### Event & Merchandise Coordinator

- Contributed to the overall event planning, management and implementation, tailored to the client needs and AV requirements, including event objectives, themes, and technical specifications.
- Provided regular financial reports and updates to management, addressing any budgetary discrepancies or variances.
- Leveraged marketing and communication strategies to promote the event effectively, including collaboration with media outlets, influencers and launching marketing campaigns.
- Led and coordinated with the AV team, including technicians and support staff, to ensure smooth execution of AV elements.
- Managed registrations and ticket sales as needed.
- Conducted post-event evaluations with clients to gather feedback on AV services and overall event performance.
- Led the development, implementation, supply, design, and promotion of products across Rotana Audio Visual branches in the Middle East. Developed annual marketing strategies to optimize sales, set clear business plans, and coordinated merchandise processes among all branches. Ensured comprehensive market understanding and maintained up-to-date and appealing merchandised displays. Managed supplier negotiations, contractual agreements, and operational logistics. Oversaw project management and ensured compliance with merchandising budgets.
- Managed the design process from concept to decision-making, securing cost-efficient supplier deals, and overseeing production and delivery. Directed displays and promotional offers to influence customer purchasing habits across Middle Eastern markets. Ensured alignment with company processes and procedures across all branches. Conducted sales performance surveys and managed inventory logistics.
- Conducted regular meetings to analyze merchandise movement and customer behavior, devising seasonal and event-based plans. Conducted surveys to understand customer tendencies and preferences. Collaborated with artists and teams to promote merchandise through concerts and media channels.
- Orchestrated merchandise designs for events, coordinating production and media broadcasting. Collaborated with artists and event planners to finalize event programs and logistics, including audio/visual setup and guest services. Managed branch opening projects, liaising with contractors, monitoring progress, and ensuring timely delivery within budget. Prepared for soft and grand openings, securing necessary manpower and operational readiness.

### Projects Data Quality Controller

- Led the integration of ISO standards within company operations, guaranteeing effective execution and ongoing improvement.
- Handled updates and distribution of procedures, ensuring organized record-keeping for enhanced efficiency.
- Performed detailed internal audits to uphold and advance the quality control processes.
- Designed procedural structures for a branch entity, aiding in the attainment of ISO certification.
- Initiated safety measures and training across various locations, contributing to regular updates for executive leadership.
- Supervised workforce reporting, monitored staff productivity, and managed payroll to maintain superior operational performance.

**ARAB BANK -  
LEBANON**  
2008

**Trainee**

- Prepared KYC documentation for every client to gather necessary information and ensure compliance, preventing misuse of bank services for illegal activities like fraud and money laundering.
- Managed checks in accordance with Lebanon's Central Bank regulations.
- Handled Bank Drafts, SWIFT codes, and transfers.
- Issued daily reports on operational activities.
- Conducted audits of financial statements to ensure accuracy and compliance with regulatory standards.

**LANGUAGES**

ARABIC NATIVE

ENGLISH FLUENT

**EDUCATION**

**ARAB OPEN  
UNIVERSITY**  
2008

**DIPLOMA, MANAGEMENT ADMINISTRATION  
SYSTEMS**

**SKILLS**

Event & Merchandising Strategy



Event & Product Management



Market Analysis



Vendor Management



Inventory Management



Cross-functional Collaboration



Project Management



Data Analysis



Quality Control



Leadership & Team Management



Negotiation & Communication Skills

