

PIA EL HADDAD

PERSONAL INFORMATION

Nationality: Lebanese
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EXPERIENCE

STYLING

2016 – PRESENT

- Image consultant/stylist for celebrities like Carmen Bsaibes & Nicolas Mezher on several events and appearances like Al Gouna Film Festival.
- Found sponsorships that serve both the brand and the image of the celebrity.
- Liaison between international brands (Elie Saab, Sarah's bag, Georges Hobeika, and Cacharel), boutiques and rising designers (Thym) and celebrities.
- Consistency of image of the brand and image of the celebrity.
- Campaign stylist for a jewelry line with "Nacree" photographed with Lara Zankoul.

WILLIAM & CO – FASHION BUYER AND SALES MANAGER (OWNER)

2012 - 2019

- Started as a sales associate and junior buyer for a wholesale clothing family business.
- Became the sole buyer for the company: traveling to Paris, Italy and Spain on a monthly basis to provide clients with trending items.
- Responsible for the customer-relations, sales and after sales: built customer relations that increased loyalty in a very competitive market.
- Manager of a group of 5 people: training, motivation, and team building.
- Oversaw the presentation and visual merchandising of the products and introduced the company to new markets abroad.
- Initiated the rebranding the company's image to better suit youngsters, which attracted the generation and broadened the company's clientele and increased sales by 15%.
- Followed social media trends to provide more awareness about the company's products.

SLEEP COMFORT AD – COSTUME DESIGN

2011

- Costume designer for the cast of the ad with strict budget limitations.

ONLINE PRODUCTION – COSTUME DESIGN

2011

- Costume designer for characters and manager of sponsorships for the entire cast of "Kinda", a Lebanese series starring Carmen Lebbos.

EDUCATION

ESMOD – INTENSIVE SHORT COURSES

COMPLETED THE COURSE WITH DISTINCTION.

LEBANON, 2012

- Course Name: Stylism
Course Objective: Creating innovative designs for wardrobe based on given concepts
- Course Name: Modelime
Course Objective: Learning the technical part of pattern making.

LEBANESE AMERICAN UNIVERSITY - BA IN COMMUNICATION ARTS (RADIO/TV/FILM)

LEBANON, 2007 – 2011

- Graduated with a distinction in Communication Arts.
- Relevant Projects: Directed a Play "Viva La Diva" in Play Production I The play won the 1st prize of the Lebanese Universities Theater Festival at the UNESCO Palace Theater in Beirut; it was the first time LAU gets this award.
- Directed, co-directed and edited a documentary and three short films.
- Designed costumes for several plays and films.
- Directed and Co-directed and edited three short films.

COMPUTER SKILLS

Adobe Premiere, Microsoft Publisher, Microsoft Office – MS Word, MS Excel, MS Power Point

PERSONAL SKILLS

Excellent communication skills, Persuasion and negotiation skills, Teamwork and team building skills, Excellent customer service skills, goal oriented.

LANGUAGES

ARABIC, ENGLISH, AND FRENCH (Fluent)

ITALIAN (Intermediate)