

Salma Yammine CV

Salma Youssef Yammine

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Personal Statement:

Salma Youssef Yammine: Nurturing Sustainable Dreams

Greetings,

I am Salma Youssef Yammine, a dreamer, entrepreneur, and relentless advocate for sustainable living. Born on April 13, 1973, in the picturesque town of Zgharta, North Lebanon, my journey has been a tapestry of passion, motherhood, and a deep commitment to reshaping the fashion landscape through sustainable practices.

Early Entrepreneurial Ventures: My journey into entrepreneurship began with Salma Maternity Wear in 2008, a venture inspired by my own experiences as a mother of three.

This endeavor allowed me to blend my love for motherhood with my entrepreneurial spirit, creating a space for expectant mothers to embrace their journey with style and comfort.

Dior: A Glamorous Chapter: Before diving into entrepreneurship, I spent six glamorous years as a beautician and makeup artist with Dior, where I honed my skills and developed a deep appreciation for beauty and self-expression. This experience laid the foundation for my later ventures in the fashion and beauty industry.

A Vision Takes Shape: In 2021, I took a bold step forward with the inception of Machghalna, our sustainable workshop. The name, meaning "Our Workshop" in English, encapsulates the essence of what we stand for—transforming discarded clothing into new, purposeful garments. This venture represents a personal and professional commitment to environmental responsibility, weaving sustainability into the fabric of my entrepreneurial journey.

Fil de Cotton: A Creative Outlet: Alongside my ventures in maternity wear and sustainability, I've owned and managed Fil de Cotton since 2015—a business dedicated to crafting unique cotton accessories. This venture serves as a creative outlet, allowing me to explore and innovate in the world of fashion beyond maternity wear.

Maternal Passion Meets Entrepreneurial Drive: As a mother of three, my passion for motherhood doesn't merely translate

into products but becomes a driving force for change. It propels me to be an active entrepreneur, one who believes that business development begins with self-development and exposure.

International Recognition: In 2023, I had the privilege of participating in the 2nd Arab SMEs Summit in Marrakech, where Machghalna took center stage as an exhibitor. This international recognition has become a milestone, a testament to the impact sustainable practices can make on a global scale.

Podcasting and Beyond: Beyond entrepreneurship, I wear the hat of a podcaster with "Supermamas Diary By Salma." This platform allows me to delve into the realms of maternity, parenting, and women's empowerment, providing a space for meaningful conversations and community building.

A Sustainable Vision for Tomorrow: My journey is a testament to the belief that business can be a force for good. I envision a future where sustainability is not just a choice but a way of life in the fashion industry. Every venture, every initiative is a step toward creating a world where discarded garments are opportunities for creativity, and fashion is a celebration of sustainable dreams.

30 Years of Independence: Celebrating 30 years of independence, I stand alone as a beacon of determination and resilience. This journey is a testament to the power of one person's vision to make a lasting impact on the world.

I am here to share this journey, to inspire change, and to be a catalyst for a more sustainable and compassionate world.

Warm Regards,

Salma Youssef Yammine

Experience:

Brand Ambassador | International Trade Centre January 2023 - Present

Act as a brand ambassador, representing the International Trade Centre and promoting its initiatives.

Founder | Machghalna October 2021 – Present, Zgharta, North Lebanon

- Established and currently managing Machghalna, a workshop that produces sustainable garments for Salma Maternity and other businesses by Upcycling old clothes.

Owner & Manager | Fil de Cotton September 2015 - Present
Zgharta, North Lebanon

- Own and manage Fil de Cotton, a business specializing in cotton accessories.

Founder | Salma Maternity Wear January 2018 - Present
Lebanon

- Founded Salma Maternity, offering maternity wear products and supporting women during the challenging period of pregnancy.

Maternity-wear Reseller November 2008 - January 2018 (9 years 3 months)

- Successfully resold maternity wear products, catering to the needs of expectant mothers.

Promoter | Socodile Holding March 1994 - February 2000 (6 years)

- Worked as a promoter for Socodile Holding, actively promoting its products and services.

Membership:

Member of Lebanese League for Women in Business (LLWB) since 2019

Education:

Le Conservatoire du Maquillage Paris Professional Make-up Certification (2008 - 2009)

North Lebanon College B.T3 in Interior Design

École des Soeurs Antonines Zgharta Bachelor's Degree

Additional Certifications and Trainings:

- Certificate of Participation in the training module Digital WIB May – July 2021 (women in business)
- Certificate of participation in customer relationship management (CRM) Training Sep 2020 – Nov 2020 (BiaT)
- Certificate of participation in Strategic Planning Training Sep 2020 – Nov 2020 (Biat)
- Certificate of participation in Marketing with emphasis on digital marketing training Sep 2020 – Nov 2020 (Biat)
- Certificate of participation in Product/service portfolio management training Sep 2020 – Nov 2020 (Biat)
- Certificate of participation in Najahe project sponsored by Senteur d'orient Implemented by interphase Business development program for women-led businesses. 2020 – 2021.
- Eedama August 2020 - شهادة اتمام تدريب النساء على قيادة الشركات الناشئة و بكفاءة
- دورة تدريبية حول كيفية تأسيس و تطوير المشروع الصغير مع الجمعية اللبنانية للتنمية – المجموعة من 27 آب الى 10 أيلول 2008
- Growth Academy June 3 – 2023 - شهادة مشاركة في دورة الإلقاء - باللغة العربية الفصحى و تطوير المهارات في قراءة الأخبار مع الإعلامي يزبك وهبة

- Certificate of participation in Clarify your business message framework 1 May 2020 (Marketer Hub Lebanon)
- Certificate of participation Export Readiness Training & Bidding for Business Development Training January 2023 (A2M)
- Formation de base en gestion (Taxation) - November 25, 2016, to December 21, 2016

Formation spécialisée marketing - October 17, 2018, to November 7, 2018

Time management - January 14, 2020

Online Marketing (Implemented by IECD)

- Leadership Development Training - June 2022 (Ruwwad Lebanon)
- Business development support from March 2022 till June 2022 (Shift social Innovation Hub)
- One-to-one coaching session with an e-commerce entrepreneur

E-commerce Acceleration Programme - July to October 2022

(The ICC-ESCWA Centre of Entrepreneurship)

- Business Boost Training for MSMEs under the Cluster4Green Program - May 2023 (Berytech)

- SheTrades Accelerator Programme - December 2021 to December 2023

Programme Experts Include: Aidan O'Neill (Photographer and Videographer), Agatha Appleton-Sas (Social Media and Branding), Britta Duncan (International Buying Expert), Sunny Dolat (International Industry Expert), Tara Mulhare (International Sector Specialist), and Yvonne Watson of Parson School and Design (International Design and Sustainability Expert)

- ICT Solutions for Women-Led Businesses - May and June 2022 (EBRD)
- Qadirat 2019 – 2023 (LLWB)

Additional Achievements:

- Attended the 1st Arab SMEs Summit 2022 in Amman as an attendee.
- Exhibited at the 2nd Arab SMEs Summit 2023 in Marrakech.

Podcasting:

- Host of "Supermamas Diary By Salma" on Spotify, Anghami, and YouTube.

Environmental and Social Initiatives:

- Initiator of Machghalna, a sustainable workshop focusing on Upcycling old clothes.