

Yara Krayem

Chiah, Lebanon
Beirut
00961 71 683849
Yara.krayem@outlook.com

Sales Person with 8+ years of experience in different sectors , preparing facility reports .Possesses a B.A. in marketing & advertsising. Looking to leverage my knowledge and experience into a role as Project Manager.

PROFESSIONAL EXPERIENCE

ARTS ADVERTISING (AADV)

Senior Sales (2018-present)

- Contact existing clients to arrange the design and placement of advertisements, the payments for this and to ensure their continued support.
- Account management of a client base ensuring that the clients' needs are being catered for and that they are happy with the service and response. You will review their existing spend and build on the relationship to maximise sales opportunities.
- Attend meetings to ensure my clients are fully aware of all potential advertising, promotion and sponsorship opportunities and to cement your relationship with them for the long term.
- Develop and maintain an in-depth understanding of the market place that I'm work in it, including regular analysis of competitor activity and identifying opportunities for new product development and new revenue streams.
- Attend industry networking events, exhibitions, seminars and conferences to build awareness of your industry and meet potential and existing clients.
- Work closely with the editorial features team to ensure all leads are covered and relevant information exchanged to the benefit of both parties. Editorial input from sales executives normally receive a welcoming response.
- Work closely with production departments to ensure advertisements are placed into the correct products, in the right place and at the right time.
- Work closely with the advertising operations team to ensure the correct advertisements are placed on the correct websites pages at the correct time, according to your clients' wishes.
- Keep accurate records of sales, contacts and deals.

CITEA APART HOTEL

Senior Sales and Marketing (2017- 2018)

- Visit Potential customers for a new business
- Provide customers with quotations
- Negotiate the terms of an agreement and close sales
- Represent my organization at trade exhibitions, events, and demonstration.
- Maintain a personal up to date knowledge on all the hotel services offerings, rates, and new developments and obtain external sponsorship for promotions and special projects
- Ensure that I fully understand the business strategy and positioning of the Hotel brand, and that I am able to effectively articulate the positioning in the marketplace

INFORMATION TECHNOLOGY GROUP (ITG)

Marketing Assistant (2016-2017)

- Opening and closing the shop 3 days per week
- Handling customer payments, refunds, complaints etc...
- Liaising with head office and suppliers regarding stock replenishment
- Meeting and greeting customers and tailoring services and selected products to meet their needs and expectations

RETAIL INC COMPANY

Sales (2014-2016)

- Opening and closing the shop 3 days per week
- Handling customer payments, refunds, complaints etc...
- Liaising with head office and suppliers regarding stock replenishment
- Meeting and greeting customers and tailoring services and selected products to meet their needs and expectations

AISHTI COMPANY

Sales (2012-2014)

- Observed customers and listened closely to questions to ascertain best clothing options and made recommendations accordingly
- Merchandised sales racks to increase customer engagement and store revenue
- Suggested accessories and matching clothes to increase purchases
- Assisted customers with trying on items and brought additional items as requested

EDUCATION

American University Of Science and technology (AUST)

Bachelor of Marketing & Advertising , May 2016

ADDITIONAL SKILLS

- Expert in Microsoft Office, with a focus on power point
- trilingual in Arabic, French and English

TRAININGS

- Introduction to Microsoft Dynamics NAV