



Diana Hani

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Current Location: Lebanon & Qatar

ACADEMIC QUALIFICATIONS

- Marketing- John Molson School of Business Concordia University
Canada, Montreal 2015 – 2 years
- The Interior design Institute, Canada – Diploma 2019

PREVIOUS EMPLOYMENT

Business Marketing & Sales Manager

Professional Products S.A.R.L, Qatar and Lebanon

July 2018 – Current

- Responsible for Marketing Biologique Recherche French Skin Care Line in Luxurious Hotel Spa's, Medical Spa's, Beauty Centers and Day Spa's in Qatar and Lebanon
- Contribute information to market strategy by monitoring competitive products and reactions from Customers
- Follow up for Visual displays, videos, flyers, menu, brochure and collaborate with our partners marketing team
- Work closely with the spa consultant of the company to provide training to the therapists of the spa about our products.
- Close sales by building rapport with potential customers; Present our products and explain their use and capabilities, branding, objectives, prepare all documents, such as menu for the Spa, Costing, Proposal and business agreements.
- Analyze and creates a plan for engaging the target market
- Make products appeal to the target market

Digital Marketing

Organique Beauty center & Spa Qatar

2018

- Developing editorial calendar for content sharing
- Developing social media marketing plans
- Designing posts
- Promoting contests online through company's social profiles
- Measuring search engine optimization results
- Developing video content
- Searching forums for influencers
- Responding to customers questions or concerns on social media

Sales Representative and Marketing

Rogers Montreal, Canada

March 2016 – May 2018

- Support the National and Regional sales teams to increase Rogers's presence and penetration and driving new wireless and wireline revenue to meet business targets.
- Conducting research and analyzing data to identify and define audiences
- Monitoring performance
- Promotional activities
- Updating databases and using a customer relationship management (CRM) system
- Meet monthly sales target
- Understanding current and prospective customer's business issues with the ability to quickly relate those into sales opportunities
- Marketing strategies

KEY SKILLS AND COMPETENCES

- ✦ Excellent knowledge (written & oral)
* **French** * **English** * **Arabic** * **Spanish**
- ✦ Multi-tasking ability and teamwork skills
- ✦ Positive
- ✦ Creative
- ✦ Passionate
- ✦ Work well in a challenging environment
- ✦ Strong Communication skills
- ✦ Strong attention to detail
- ✦ Continuous learning
- ✦ Interpersonal skills
- ✦ Digital marketing
- ✦ Excellent knowledge of: Photoshop, AutoCAD and Floor planner

PERSONAL SUMMARY

- ✦ Confident, competent and imaginative having an excellent commercial approach to solving problems and a proven ability to generate fresh solutions. As a positive, enthusiastic and energetic individual, with excellent communication skills – both written and verbal, I strongly believe that I would be an asset to your team. Now looking for a new and challenging position, one which will make best use of my existing creative skills and experience and also further my personal and professional development.

Reference on demand