

# JINAN WEHBE | Sales, Marketing and Business Development Professional

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## CAREER PROFILE

*High-achiever and results-oriented Marketing, Sales and Customer Service professional with over 10 years of successful experience in positions of increasing responsibility and duties. Team player with polished communication skills: verbal, written, interpersonal, and motivating teams for high performance.*

## CORE COMPETENCIES

Leadership & Management  
Business Development  
Sales Strategy  
Customer Satisfaction  
Relationship Building  
Negotiation  
Decision making  
Market Research  
Business Infrastructures & Workflows

## EDUCATION & CERTIFICATIONS

**2011 Bachelors of Science (Majors of Marketing and Advertising)-**  
American University of Science & Technology ; Beirut

**2018 Emotional Intelligence Workshop** –SucceednLead

**2007 Certificate of Competency in English-** The University of Michigan

**2007 Certificate of Proficiency in English-** The University of Michigan

**2005 High School Diploma-**  
International School Groups  
Dammam, KSA

## SKILLS

**Microsoft Office** (Word, Excel, Publisher, PowerPoint, Outlook) at an advanced level.

**CRM & SAP** Systems at an intermediate level

**Visual Basic** programming at an introductory level

## LANGUAGES

Fluent in English and Arabic. Basic understanding of French & Spanish

## WORK HISTORY

**Date:** June 2013 – Present

**Job Role:** Freelance Business Etiquette, Communication and Sales Trainer + Marketing & Sales Consultant+ Network Marketing Professional

- Preparing material, presentation, & activities of training sessions and conducting training covering areas of Business Communication, Etiquette and Sales. Assisting companies (start-ups mainly) with marketing and sales tools and strategies.
- Accounts handled all marketing and sales activities:
  - 2015 : R Stars (6 months)
  - 2017 : Handling Sponsorship for Hake Niswan-the Movie for Lina Khoury & Elie Khalife (4months)
  - 2017: Handling all business aspects of Haki Rjel play by Lina Khoury (4months)
- 2018: Jeunesse Global Distributer (ongoing)

**Date:** January 2016 – July 2016

**Job Role:** Marketing Manager at Ambience Entertainment Group

- Creating Company Identity (Company Profile, Website Content, Proposals)
- Developing a CRM system
- Introducing and managing marketing and sales strategies:
  - Market analysis: differential advantage, positioning and branding
  - Sales presentation and selling kit
  - Prospecting and building new clientele (added 260 new clients)
  - Drafting and negotiating contracts
  - Reporting system
- Deploying a new work flow, processes and evaluation system through SCRUM and thus winning projects based on professional work infrastructure

**Date:** November 2013 – December 2014

**Job Role:** Product Manager at Black Carpet SAL –mtv (Murr Television)

- Setting and managing all marketing and sales activities for Window Wedding and Window Beauty shows:
  - Developing sales pitch
  - Market analysis: differential advantage, positioning and branding
  - Sales presentation and selling kit
  - Prospecting and developing new clientele (96% of sales was first time clients)
- Selling 280% more of product value
- Extending both shows airtime –doubled Window Beauty and increased 25% of Window Wedding

## **WORK HISTORY**

**Date:** June 2013 – November 2013

**Job Role:** Customer Service Officer at KVA (Khatib & Alami, ACC, Vektra) –Electricite du Liban

- Supervising 15 employees in Customer Service department
- Achieving customer satisfaction through improving and managing Customer Service functions: preparing strategic plans and reviews, completing action plans, leading & problem solving personnel
- Maximizing customer operational performance by managing help desk resources; resolving problems and disseminating advisories
- Maintaining daily coordination with other KVA units & EDL (Bills Collection, Late Payments, Disconnections, etc...)
- Improving the operation and hitting high Key Performance Indicators (KPI)s.
- Work and coach employees on SAP whilst creating coherent manuals

**Date:** October 2010 – August 2011

**Job Role:** Senior Sales Executive/ Scrum Master at Ayna Corporation

- Developing and implementing sales strategies for the Middle East
- Producing and conducting sales pitch and presentations
- Engaging in Marketing Activities that serve Sales Process
- Prospecting and cold calling; following up on leads
- Conducting on-demand market studies and suggest changes to process services & introducing new market lines
- Developing and presenting internal sales training seminars

**Date:** March 2009 – June 2010

**Job Role:** Relationship Manager at Bayt.com

- Business to business sales and marketing of recruitment products and services
- Preparation of proposals and presentations to clients of all industries
- Maintenance of client relationships
- Cold calling final decision makers
- Key Accounts Obtained: Proctor & Gamble; United Nations Development Program; BMW Lebanon; Suzuki Lebanon; American Life Insurance Company, Arabia Insurance, Alcon Pharmaceuticals; Comium; Sodamco; Qualco; Foodstuff; Chateau Ksara; Tanmia; SafirHeliopolitan; Home City; Debass Holding; Noor International Holding; Al-Ariss Production