



## **Saadeddine Terro**

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### **Summary statement:**

Versatile, reliable and efficient with 5+ years' experience supporting managers and executives in high paced environments. Diversified skills include client relations, project management, and administrative and technical support. Excellent phone and digital communication skills.

### **Professional Experience**

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#### **Sales & Marketing Executive – Temrawi Foods – Beirut, Lebanon**

*March 2018 – March 2019*

- Marketing Planning to achieve sales process by maximizing short and long-term growth opportunities with the customers owning mini markets, groceries, and supermarkets in Beirut district, Maten, and Keserwen area.
- Report market intelligence (competitor activities, launches, and shopper profiles) to management.
- Ensure correct product handling as per company policy.
- Ensure collection and financial reconciliation are made in line with company set payment terms.
- Provide constructive feedback on stock handling in the market.

#### **Marketing Coordinator – Del Monte – Jeddah, Kingdom of Saudi Arabia**

*March 2016 – November 2017*

- Successfully represented the organization at trade exhibitions, events and seminars. Responsibilities included marketing activities such as promoting the assigned products to schools, offices, universities, institutions and hypermarket stores.
- Targeted customers with point of sale material by distributing banners, roll ups and flyers in the market to ensure brand visibility to meet campaign requirements.
- Executed revamping concepts for specific products and equipment as per client request
- Initiated preliminary marketing projects and ensured they were implemented by preparing, updating and reviewing Kingdom of Saudi Arabia marketing budget and procedures.
- Coordinated the branding efforts for product packaging by communicating and coordinating with advertisement and promotion agencies to comply with the existing plan or execute changes if required on future projects.
- Market visits were conducted on a weekly basis to follow up and monitor our product's availability and visibility in the market, gathered customer's and client's feedback for the Western region. Accessed and analyzed new trends and fashion.
- Provided vital marketing support on offered products and promotions at potential new locations. Developed and implemented pre-sales, sales and post-sales processes that enhance customer service levels, gathered

and reported customer trends, needs and competitor information. These activities resulted in a major sales increase to the company.

**Project Coordinator – Saudi Bin Ladin Group Sacodeco – Jeddah, Kingdom of Saudi Arabia**

*January 2015 – March 2016*

- Wrote technical inspection reports to assist site engineers in providing services and enable works as per contract specification requirement. Ensured higher work standards by consistently monitoring the process and proper production sequences.

**Marketing Executive – Saudi Bin Ladin Group Sacodeco – Jeddah, Kingdom of Saudi Arabia**

*December 2013 – December 2014*

- Implemented advertising using various media to canvas customers. Maintained good relationships with customers in the private and public sectors. Continually generated new ideas and sales tactics to boost revenue.
- Prepared budgets and arranged sub contracts for different project, in addition to managing projects and assignments
- Responsible for developing new customers and maintain existing sales in established export markets, ensuring best route to market and maximization of profits.

**Marketing Coordinator – Saudi Bin Ladin Group Empower Contracting – Jeddah, Kingdom of Saudi Arabia**

*April 2012 – December 2013*

- Responsible for designing the company brochure, orientation manual, website development, social networks marketing and prequalification documents.
- Created organizational charts and job descriptions for all departments and finding, meeting and dealing with suppliers in relation to gift items and company equipment. Represented my organization at exhibitions and job fairs.

**Community Manager – Diwanee Offshore (STC Saudi Arabia) – Lebanon**

*May 2010 – April 2012*

- Responsible for incorporating online tools and in person networking to create relationships and ultimately build the company's brand, both online and offline. Content creation: writing blog posts, articles, newsletters, communications materials, and material social media channels
- Social media marketing: creating, managing and growing the company's presence through blogs, Twitter, Facebook, and other strategically relevant online properties
- Communications and marketing strategic plan preparation to provide direction for the company's public-facing

**HR Administrator – BLOM Bank – Lebanon**

*October 2007 – February 2008*

- Monitor staff performance and attendance. Organize and work out the payroll on monthly basis

## **Education**

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**American University of Science and Technology**

Bachelors' Degree in Marketing and Advertising **2010**