

Walid Hanach  
+961 70 689748  
[hanachwalid@gmail.com](mailto:hanachwalid@gmail.com)  
Beirut, Lebanon

Seeking a challenging and dynamic position with a growing firm that will effectively enable me to use my strong sales skills and marketing background in order to increase the productivity of the organization

## EDUCATION

June 2017 *American University of Science and Technology, Beirut, Lebanon*  
Bachelor's degree in Marketing with concentration in Digital Marketing

June 2011 *Ecole Nationale des Frères, Mount Lebanon, Lebanon*  
Baccalaureate II in Sociology and Economics

October 2018 *Certified Digital Marketing Professional, Morgan, Beirut, Lebanon*

## PROFESIONAL EXPERIENCE

**Sales & Marketing Specialist** **Sept 2018 – present**  
*I.W.H Group*

- Developing operations policies and procedures
- Implementing the appropriate marketing strategies to enhance monthly sales
- Planning and handling the allocation of marketing budget

**Football Coach** **Feb 2018 – present**  
*Champs Sports & Fitness Club*

- Teaching youth players (age: 6-12 years) the relevant football skills
- Monitoring and enhancing performance by providing encouragement and constructive feedback
- Assisting with sports promotion/development

**Assistant Coordinator** **July 2017 – August 2017**  
*FIBA Asia Cup, Asia's premier basketball event 2017*

- Ensured that all the media areas were well controlled and its rules were respected
- Effectively communicated with staff across the different media departments

**Salesperson** **June 2014 – September 2015**  
*Abido Spices Company for Trade and Industry*

- Presented, promoted and sold "all natural" herbs and spices using solid arguments to existing and prospective customers
- Developed and maintain sales and promotional materials
- Ensured customer service satisfaction and good client relationships
- Maintained sales activity records and prepare sales reports
- Achieved agreed upon sales targets and outcomes within schedule

**Phone sales executive** **June 2012 – August 2012**  
*InfoPro Company*

- Contacted existing and new clients, by telephone in order to obtain new subscribers
- Obtained customer information such as name, address, and payment method, then entered orders into computers and maintain records
- Entered the data into the Subscribers System, the InfoPro's software
- Followed up with clients and answered their calls to reach excellent customer satisfaction

- Contacted customer for the completion of particular surveys

**Additional Skills**

- IT: Proficient in use of Microsoft Office
- Languages: fluent in Arabic, English, and French
- Communication skills, negotiating skills, analytic and problem-solving skills
- Interests: Football and reading

**References**

Available on request