

Alya Al Arab

Marketing Officer

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Beirut, Lebanon

WORK EXPERIENCE

Clean Republic

Nov. 2020 – Present

Marketing Officer

Beirut, Lebanon

- Developed a unique content strategy for each digital channel that grew followers by 3x
- Revamped website content alongside marketing associates to increase traffic by 20% and decrease jump rate by 30%.
- Overhauled the marketing budget to generated 32% more leads while minimizing expenditure.
- Managed the content calendar and ensured that 95% of the campaigns ran on schedule and within set budget.
- Managed and led a team of 4 through weekly and sprint meetings to set and plan to meet KPI goals.

ABC Stores

June 2017 – October 2018

Sales Associate

Beirut, Lebanon

- Adopted a holistic and empathetic approach, leading to a 20% customer close rate.
- Developed a cross selling strategies and a unique selling process that resulted in exceeding sales target by 12%.
- Analyzed sales/metrics data from the designated territory to help evolve sales strategy.
- Assisted an average of 50 customers per day by responding to inquiries and locating products.

Lebanon Softweb

May 2014 - June 2015

Unit Sales Supervisor

Beirut, Lebanon

- Presented an array of software technologies and product plans that grew net profits by 10%.
- Conducted market research to identify potential client segments and developed effective strategies to reach them.
- Managed social content, engaged with followers, and contributed to the 15% growth combined social media presence
- Provided prompt customer service, resolving client issues in a professional and timely manner.

EDUCATION

Saint Joseph University

2019

BS, Marketing and Advertising

Beirut, Lebanon

Certifications and Workshops

Advanced Social Media Workshop

2021

AMIDEAST

Management and Leadership Seminar

2019

Lebanese Red Cross

SKILLS

- | | | |
|-------------------------------|-----------------|---------------------|
| • Project Management | • Leadership | • CRM |
| • Customer Relationships | • Data analysis | • Lead Generation |
| • Interpersonal Communication | • Sales Force | • Digital Marketing |