

# ALAA HANBALI

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Experienced customer account manager, with a background in marketing, advertising, social media & client relationship, with eleven years of experience demonstrating strong customer service skills with a proactive approach and smooth conflict resolution. Worked in a fast-moving environment dealing with customers promptly and handling clients at the most difficult situations.

## RELEVANT EXPERIENCE

### **DUNES GRAPHIC DESIGN · OCT 2018 – APR 2019**

#### **ADVERTISING ACCOUNT EXECUTIVE**

- Acted as the main liaison between the agency and the clients.
- Built and maintained strong, long-lasting customer relationships.
- Met with the clients and discussed their advertising and promotional needs.
- Managed and coordinated advertising and promotional campaigns post client approval and ensured that the project run smoothly.
- Approached past clients and obtained new business by presenting proposals or pitches.
- Promoted services through conventions, appointments and public relations.
- Reported to the account director and provided regular input on all accounts activities.

### **ARAMEX EMIRATES LLC · OCT 2015 – FEB 2018**

#### **REGIONAL SENIOR CONSUMER SERVICES AND SOLUTIONS LEADER**

- Analyzed marketing campaigns results through the digital channels.
- Measured the customer service teams' performance across the network.
- Supported customer service teams across the network with optimization tips whenever needed to improve efficiency.
- Analyzed the network's productivity to create appropriate campaigns through the customer service channels.
- Optimized the design and content of the customer service entry points in the online portals.
- Established and monitored Shop & Ship/Aramex Online Community.
- Established and monitored Affiliates and Partnerships Program.
- Utilized A/B and multivariate testing to improve website engagement and conversion.
- Edited content for email and social media channels and campaigns from an end-user/consumer perspective.

### **ARAMEX EMIRATES LLC · JULY 2011 – SEPT 2015**

#### **CUSTOMER SERVICE MANAGER**

- Set the member's goals and objectives and monitored the performance.
- Developed and motivated team members in order to ensure a high level of performance.
- Trained new Aramex employees, customer services members and call center agents.
- Resolved conflicts with Operational Department, which lead to improved team productivity.
- Created rapport with internal and external clients.
- Main point of contact for escalations and complex matters.
- Managed monthly team meetings to analyze productivity.

- Prepared weekly reports about team performance and service levels.
- Collaborated with the Marketing Departments (Dubai & Amman) in creating new promotions/service updates.

#### **ARAMEX EMIRATES LLC · MAY 2010 – JUNE 2011**

##### **SALES COORDINATOR**

- Converted all sales potential queries.
- Followed up on the services/businesses of existing clients.
- Supported the sales team.
- Visited and provided offers to new clients.
- Maintained the client visits as per company standards.
- Closed deals and renewed expired contracts.

#### **ARAMEX EMIRATES LLC · NOV 2007 – APR 2010**

##### **CUSTOMER ACCOUNT EXECUTIVE**

- Generated new leads.
- Handled phone calls/complaints from call center and customers.
- Replied to customer's online inquiries/emails within the SLA time period.
- Prepared customs documents for shipment clearances through the Clearance Department.
- Finalized reports related to undeclared and prohibited shipments.

## **EDUCATION**

#### **AMERICAN UNIVERSITY OF SCIENCE AND TECHNOLOGY · 2002 - 2007**

##### **BA IN MARKETING AND ADVERTISING**

An affiliate of state University of New York, New York, USA and Villanova University, Pennsylvania, USA.

#### **BYBLOS INSTITUE · 2000 - 2002**

##### **SALES AND COMMERCIAL RELATIONSHIPS**

Technical Baccalaureate with emphasis in Sales and Commercial Relations.

## **SKILLS**

- Google training - included Analytics, Optimize and Know your Audience.
- Microsoft Office (Word, Excel and Power Point).

## **LANGUAGES**

- Arabic: fluent speaking, reading and writing.
- English: fluent speaking, reading and writing.
- French: moderate speaking, reading and writing.