

Mikaella Samson

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Profile Summary:

I am a motivated coordinator with a demonstrated history of working in the luxury automotive Sector; Professional, committed and customer-oriented, I have a proven track record in delivering high quality results. Passionate in Marketing, Sales, After Sales and Customer Relationship, I am a highly goal-oriented individual who constantly works on personal growth academically and professionally.

Competencies:

- Exceptional organizational and planning skills
- Good understanding of general business and reporting
- High attention to detail, organized and ability to multi-task under pressure
- Strong communication and interpersonal skills
- Ability to solve complex problems that contributes to productive and creative outcome
- Maximising sales opportunities through the development of customer relationship

Work Experience:

SALES & MARKETING COORDINATOR | MCLAREN PARIS – CDD | 29 APRIL 19 – 25 JUL 19

- Ensuring all communications and advertising are in accordance to brand guidelines
- Attending conferences, exhibits, training, staff meetings and events as required
- Handling marketing activities, managing deadlines and deliverables on time
- Working with marketing and communication specialist to manage marketing expenses
- Managing the marketing development process including briefing, proof reading & web content

BRAND COORDINATOR | MCLAREN BEIRUT | 15 AUG 17 – 26 APRIL 19

- Working closely with the Marketing Manager to develop strategic marketing plans
- Maintaining business relationships with clients by being one of their key contacts
- Developing brand awareness strategies to create a powerful and impactful brand
- Assisting in strategy development and post analysis of marketing and advertising campaigns
- Assisting in proofreading for a wide range of marketing collateral
- Maintaining Database of contacts for targeted promotions and communication strategies
- Meeting management to include: meeting planning, taking and distributing minutes.

AFTER SALES COORDINATOR & CRM | PORSCHE LEBANON | 15 JUNE 16 – 26 MAY 17

- Handling customers' cases and complaints in the Porsche Passion Report (CRM)
- Communicating effectively with Sales and After Sales managers and existing clients to maintain healthy business relationships
- Managing workshop recall and regular campaigns as well as Porsche Mobility Cars
- Scheduling and managing service or and repair appointments for the entire service department
- Making random courtesy calls to customers following the service or repair
- Identifying opportunities & recommending methods to improve service & work process
- Managing and handling new and existing customer accounts on Porsche CRM System

AFTER SALES ADMIN ASSISTANT | PORSCHE LEBANON | 11 AUG 14 – 15 JUNE 16

- Providing admin support to Workshop and entire After-Sales department
- Preparing invoices, collecting payments and keeping records of required documents
- Petty cash control and reconciliation and daily transaction reporting
- Taking inquiries and walk-ins in the absence of workshop manager
- Replacing Service Advisor and fulfilling his role when absent or required
- Managing and tracking vacation schedules and coordinating dispatch scheduling

SALES ACCOUNTANT SUBSTITUTE | LE VETO (FIXED-TERM) | 09 SEPT 13 – 21 FEB 14

- Posting journal entries to ensure all transactions are recorded
- Updating account receivables and issue invoices
- Updating account payables and perform reconciliation
- Organizing and maintaining financial records
- Managing customer account details and extend client database
- Implementing special sales activities to reduce stock

TELLER & LOAN OFFICER INTERN | FEDERAL BANK LEBANON | 13 JUNE 11 – 26 SEPT 11

- Processing customers transactions (loan payments, cashing checks, saving withdrawal...)
- Informing and advising customers about bank products and services
- Maintaining and balancing cash drawers and reconciling discrepancies
- Assisting in completing loan contracts and counseling clients on bank policies

Education

MASTERS | 2017 – ON | SAINT-JOSEPH UNIVERSITY (US)

- M2: Option Marketing and Communications
- M1: Option Business Management

BACHELOR | 2009 – 2012 | SAINT-JOSEPH UNIVERSITY (US)

- Concentration: Business Management

HIGH SCHOOL | 1995 – 2009 | NOTRE DAME DE NAZARETH (NDN)

- Baccalaureate in Literature

Languages

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|------------|---------------------------------|
| ➤ FRENCH: | Native |
| ➤ ARABIC: | Native |
| ➤ ENGLISH: | Fluent (Read, Spoken & Written) |
| ➤ GERMAN: | Basic (In Process) |

Trainings

- | | |
|---------------------------------------|---------------------------------------|
| ➤ McLaren GT Product Training | McLaren Training Center; UK; 2019 |
| ➤ McLaren Vehicle Technology | Habtoor Motors; DUBAI; 2018 |
| ➤ Welcome to McLaren | Kanoo Training Center, BAHRAIN; 2018 |
| ➤ Porsche Technical for Non-Technical | Regional Training Center; DUBAI; 2017 |
| ➤ Porsche After Sales Advanced | Regional Training Center; DUBAI; 2016 |
| ➤ Porsche After Sales Basic 1&2 | Regional Training Center; DUBAI; 2016 |

Computer Skills

- Microsoft Office (Word, Power Point, Excel, Outlook)
- PQIS: Porsche Quality Information System
- SilverBlaze & Incadea: Internal Softwares
- McLaren multiple online platforms: Automotive Academy; Marketing Suite, etc.
- Excellent Web Surfer and Internet Researcher

Hobbies

Previous Assistant swimming Coach, I am a professional triathlete which is a sport that combines swimming, cycling and running. I occasionally play tennis and used to take guitar lessons before pursuing my master's degree.

I was also a former volunteer with APAF association (Animal Pride & Freedom) and a dog trainer/behavior consultant at K-9 village in Dbayeh, Lebanon.