

Nationality: Lebanese
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Sarah A. Hammoud

I am a dynamic professional with over 13 years of experience in marketing and customer experience, in which 11 years were in the online marketing. I excel in communication and bring together expertise in creativity, management and customer based ROI.

I see myself as a goal oriented person who believes in vision, intuition and balance where goals are always achieved by dedication, professionalism and respect for diversity to maintain customer relations and insure customer retention and attracting new ones.

EDUCATION

Diploma in Viral Marketing, Shaw Academy (Dublin, Ireland)
Graduation July 2018

Diploma in Blogging and Content Marketing, Shaw Academy (Dublin, Ireland)
Graduation July 2018

Diploma in Digital Media Marketing, Shaw Academy (Dublin, Ireland)
Graduation August 2018

Diploma in Social Media Marketing, Shaw Academy (Dublin, Ireland)
Graduation August 2018

Advanced Diploma in Digital Media Marketing, Shaw Academy (Dublin, Ireland)
Graduation September 2018

Advanced Diploma in Social Media Marketing, Shaw Academy (Dublin, Ireland)
Graduation September 2018

Masters in Marketing, Lebanese University (Beirut, Lebanon)
Graduation 2020

B.A. Marketing and Management, Lebanese University (Beirut, Lebanon)
Graduated 2004

Language Skills: Arabic (Native), English (Fluent) and French (Intermediate)

PROFESSIONAL EXPERIENCE

Speculum 360 Marketing Company

Marketing and Communication Account Director

August 2018 – Present

- Setting Online and Offline Marketing Strategies according to client's objectives and target audience
- Websites revamping with new designs and new content creation
- Managing websites content & designs according to client's objectives and brand needs
- Handling the Branding, Rebranding, Brand Lifting and Identity creation of clients
- Providing Clients with suitable Marketing Consultancy
- Production and Launching of events in Lebanon
- Coordinating with Creative Department to insure content alignment with strategy

Certified Golden Trainer

Conducting trainings and workshops in the following

January 2019 – Present

- Social Media Marketing
- Brand Management and Marketing
- Business Writing
- Customer Service and Customer Experience (Online & Offline)

Plus Holding - Beirut

Marketing and Communication Manager

August 2017 – July 2018

Handling the Marketing Department of the Holding and of its companies which are the following:

- Plus Properties Lebanon
- Plus Properties Cyprus
- Plus Brokers Lebanon
- Plus Brokerage Dubai
- Group Plus Lebanon
- Group Plus Dubai
- Group Plus Bahrain
- Printing Plus Lebanon
- Orange Printing Dubai
- Plus Management and Development
- Setting the budget, sales targets and marketing events calendar
- Constant Communication with the Sales and Operation (Updated Marketing plans, Upcoming Activities, Artworks, Campaign Reports)
- Managing the Social and Digital Media Campaigns
- Preparing and Executing all exhibitions and Roadshows in Lebanon, Russia, China, GCC countries
- Launching TV campaigns along with LED's and Social Media of Projects in Cyprus, Greece and Lebanon
- Preparing TV commercials with Directors and Agencies
- Handling Barter Deals with TV, Radios, Magazines and Online Media

Freelance

Marketing and Communication Consultant

January 2017 – July 2017

- Social Media Management for several Local Businesses
- Event Implementation of a Local Company assisted by Social Media Campaign
- Branding and Launching of few local business in Lebanon

Lebanese International Touristic Projects Company "AMERICANA"- Beirut

Marketing and Communication Manager

July 2012 – December 2016

- Handled the brands KFC, Hardee's, TGI Friday's, Costa Coffee, Krispy Kreme Doughnuts, Baskin Robbins, and Signor Sassi
- Set the annual budget, sales targets and marketing events calendar
- Insured constant Communication with the Regional Office (Updated Marketing plans, Upcoming Activities, Artworks, Campaign Reports)
- Managed marketing, advertising and promotional departments personnel
- Implemented actions to measure, enhance, and enrich the position and image of the brands through various tactics set by goals and objectives.
- Prepared marketing strategies alongside other HOD's of the company and staff
- Analyzed market trends and recommend changes to the marketing and business development strategies based on analysis and feedback of customers through all channels and social media
- Closely managed the creation and delivery of press releases, advertisements, and other marketing materials.
- Handled all social media activities of the brands.
- Managed all promotional activities and events such as sponsorships, exhibitions and entertainment events.
- Coordinated with the regional offices to make sure all TV commercials were running as planned
- Founded and managed the Customer Service Department

Lebanese International Touristic Projects Company “AMERICANA” - Beirut

Customer Service Manager

July 2013 – December 2016

- Founded the Customer Service Department for the all the company's International Chains.
- Supervised and trained the Customer Service Department on handling customer complaints
- Worked on a customer needs based formation and Conflict Resolution structure.
- Helped building a great customer relations
- Worked closely with delivery department and on delivery system
- Conducted constant training for Call Center members to improve service level skills and customer complaints handling.
- Handled and performed a monthly customer based report using SPSS.

Lebanese International Touristic Projects Company “AMERICANA” - Beirut

Senior Marketing and Communication Coordinator

July 2010 – June 2012

- Assisted the director in setting the annual budget, sales targets
- Prepared marketing events calendar
- Insured constant Communication with the Regional Office (Updated Marketing plans, Upcoming Activities, Artworks, Campaign Reports)
- Assisted the manager develop long term marketing strategies to attain our marketing goals
- Coordinating with other departments to make sure all campaigns are running as planned
- Handled social media accounts of all brands

Lebanese International Touristic Projects Company “AMERICANA” - Beirut

Marketing and Communication Coordinator

July 2008 – June 2010

- Handled the brands Hardee's and Baskin Robbins
- Assisted the manager in setting marketing events calendar
- Coordinated with other departments to make sure the campaigns are running smoothly
- Creating Brand activation campaign for the brands
- Creating monthly marketing campaigns for each offer and new product
- Handled Social Media accounts of all the brands

Homeline (Reco s.a.l.)

Section Supervisor

2006- 2008

- Supervising associates and leading them into achieving sales targets
- Ensure items are in stock and maintain inventory
- Ensure promotions are in within company's standards

P.R. Works

Marketing and Promotional Campaigns Supervisor

2004 - 2006

- Liaising between the management and the sales teams in POS's
- Leading sales teams to make their quotas and motivating them to achieve target sales

Al MAHA Mineral Water

Customer Service Coordinator

2003 - 2004

Bassamat Event Organizing Agency

Operations Supervisor

2002 - 2003

Media Rama Advertising and Marketing Agency

Sales Representative

2000 - 2002

Monaco Public Relations and Advertising Company

Public Relations Associate

1998 - 2000

Trainings, Certifications and Workshops:

- Training of Trainers (Certified Golden Trainer Program)
- Monitoring and Evaluation Certificate
- Organizational Leadership Challenge Certification
- Change Management Workshop
- Public Relations Management Certification
- Total Quality Management Certification
- Professional Sales Skills Certification
- Luxury Markets Sales Workshop
- Facebook Advertisement Workshop
- Rebranding Workshop
- Team Building for Managers Training
- Food Safety and Quality Control Training
- Customer Care Management from A to Z Certification
- Effective People Skills Workshop
- Customer Service Program Certification
- Project Management Workshop
- Lebanese Labor Law Workshop
- Personal Development Programs
- Creativity and Innovation Workshop
- Communication Art Program Workshop
- Marketing Management Training
- Team Work Workshop
- Internship in “Jammal Trust Bank”

More information are available upon request.