

# NADINE NAJJAR



Beirut, Lebanon  
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Marital Status : Single  
Nationality : Lebanese  
Date of Birth : 02 January 1990

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## CAREER OBJECTIVE

Seeking a full time job in a challenging environment, where I can maximize and develop my Marketing and Advertising skills.

## EDUCATION

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| <b><i>Bachelor of Sciences (BS) in Marketing and Advertising</i></b> | <b>Feb' 2012</b> |
| ○ Saint Joseph University (USJ), Mar Roukoz, Lebanon                 |                  |
| <b><i>Lebanese Baccalaureate II, SE (sociologie-économie)</i></b>    | <b>Jun' 2008</b> |
| ○ Collège Saint Joseph de l'apparition, Beirut- Lebanon              |                  |

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## EXPERIENCES

<b>October 2015</b>	<b>TA Group: Marketing &amp; Sales Coordinator</b>	<b>July 2018</b>
	(Hamra, Beirut, Lebanon)	

Main Duties:

1. Preparing Marketing and Advertising Strategies & Plans
2. Implements Marketing and Advertising Campaigns
3. Prepares marketing reports by collecting, analyzing, and summarizing sales data.
4. Create, deliver and edit marketing materials.
5. Promote products and services through public relations initiatives.
6. Supports sales staff by providing sales data, market trends, new product information, etc...
7. Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising.
8. Plans meetings, seminars and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.

9. Represent the Company at Trade Exhibitions and Events.
10. Preparing all the Data for the new website & entering it.
11. Attending Team Meetings and Training.
12. Reporting directly to the BDM.

**May 2014**

**Ciment De Sibline: Marketing Executive**

**July 2015**

(Main Road, Sibline, Shouf, Lebanon)

Main Duties:

1. Maintain and Develop relationships with Sibline's Existing and Potential Customers.
2. Prepare and issue Quotations through a CRM program (Salesforce) to the customers and follow up until the closure of the opportunity.
3. Prepare and issue Sales Orders through the SAP System once the Purchase Order is received.
4. Control the process of the delivery of the products for the customers.
5. Prepare and issue Invoices, Credit and Debit Notes through the SAP System
6. Preparing Weekly Reports of the Margin of Sales.
7. Prepare and send all the invitations and greetings to our customers.
8. Represent the Company at Trade Exhibitions and Events.
9. Attending Team Meetings and Trainings.

**January 2014**

**BSO: Marketing Supervisor (Part Time)**

**May 2014**

(6<sup>th</sup> Floor, Freeway Center, Dekwaneh, Lebanon)

Main Duties:

1. Rebuild The Marketing Strategy of the company.
2. Implement an Advertising Campaign of the company
3. Prospect New Clients and Handle the client's accounts.
4. Contact The Old Existing in order to insure their comeback to our plate.
5. Responsible of the Event Management Service in the Company (clients and suppliers)
6. Community Manager: increase customer following and brand awareness through design and management of social media.
7. Attend Exhibitions & Job Fairs.

**December 2011**

**Platinum Key: Marketing coordinator.**

**Sept 2013**

(Tallet el Riad, Loueize, Baabda)

Main Duties:

**a. Platinum-Key:** *A Service Provider and Real Estate Agent*

1. Assist in building the marketing strategy and the advertising campaign of the website.
2. Prospecting new clients and developers, handling the client's accounts.
3. Meeting and greeting clients visiting our offices.

4. Negotiating with potential sellers and buyers.
5. Following up business leads.
6. Advising clients on which properties to buy or rent.
7. Visiting vacant and inhabited properties and inspecting them.
8. Community Manager: increase customer following and brand awareness through design and management of social media.
9. Attracted and retained loyal clients by building reputation of integrity, knowledge and accountability.
10. Entering Website data.
11. Coordinate with web developers for website redesign.

**b. Epic-Deal:** *An Online Store*

1. Prospecting new clients for the website and handling its client's accounts.
2. Assist in building the marketing strategy of the website.
3. Meeting and greeting Designers visiting our offices.
4. Following up business leads.
5. Entering Website data.
6. Coordinate with web developers for website redesign.
7. Community Manager: increase customer following and brand awareness through design and management of social media.

**August-September 2010**    **TMI- JWT Beirut** (Advertising Company)    **Training**  
(Patriarch Howayek Str. Beirut Lebanon)

Main Duties:

1. Writing creative Briefs.
2. Making Researches for various brands.
3. Participating at "Client/Agency Collaboration" through meetings and creative briefs.
4. Attending a training for employees (topics related to selling and Ads production).

**July-August 2009**    **Medgulf insurance & reinsurance co**    **Training**  
(Patriarch Howayek Str. Beirut-Lebanon)

Main Duties:

1. Making Groups Maintenance.
2. Tele Marketing.
3. Making Production List for all the branches of Bank MED.
4. Packaging and filing all the insurance policies.
5. Preparing the daily internal mail.

## **CERTIFICATES**

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- Completed the Georgetown University English Proficiency Test in May 2011 (Level A: High Intermediate)

## **SKILLS**

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- Can communicate fluently in Arabic, French, and English
- Operating Windows Systems
- Microsoft Office
- Adobe Photoshop
- Salesforce: CRM and Cloud Computing.
- SAP Net Weaver System.
- CMS (Back-Office).

## **REFERENCES**

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- References are available upon request.



To Whom It May Concern:

This letter is my personal recommendation for Nadine Najjar. Until just recently, I have been Nadine's immediate supervisor for almost one year. I found her to be consistently pleasant, tackling all assignments with dedication and a smile.

Besides being a joy to work with, Nadine is a take-charge person who is able to present creative ideas and communicate the benefits of our products and solutions. She has been in charge for above and below the line marketing initiatives. She has successfully implemented a part of our global "go to market" strategy.

Though she was an asset to our sales & marketing efforts, Nadine was also extraordinarily helpful in other areas of the company. In addition to preparing and sending quotations for sales representatives she has been in charge of designing the Technical Data Sheets for our lightweight products. Nadine also assumed a leadership role in sales meetings by presenting the results obtained after exhibitions such as Project Lebanon 2014 and 2015, inspiring and motivating other employees.

I highly recommend Nadine for employment. She is a team player and would make a great asset to any organization.

Do not hesitate to call me for reference check.

Sincerely,

Philippe Dame 28-7-2015

Philippe Dame

Chief Operating Officer

Sibline Building Materials Division

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