

NOUR SAADEH



Orange Zone, Adma, Lebanon



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OBJECTIVE

Seeking a position in the marketing industry where I can utilize my knowledge in the marketing business world and professional experience to focus on achieving customer satisfaction and expectations

AREAS OF EXPERTISE

- Functional testing on mobile apps and websites
- Brand and customer relationship management
- Time planning management
- Knowledge of luxury Event planning
- Knowledge of luxury brands on social media and their exclusivity
- Market research and segmentation
- Excellent organizational skills
- Interpersonal skills and extensive client facing experience
- Creativity skills
- Creativity for ads ideas
- Knowledge of sustainability in design of fashion and corporate social responsibility
- Finance and future forecast for brands
- knowledge of marketing for luxury brands

WORK EXPERIENCE

August 2017-Present: Societe General Bank (SGBL) Sin el fil-Lebanon

Test engineer with Backbase testing team for SGBL for online banking website, mobile application and software banking.

- Duties included working on: ICBS, EXCEL, MANTIS, FRAMEWORK, MICROSOFT ACCESS and T24 platforms.
- Designing testing procedure for online banking system before commercial launch
- Focusing on customer expectation and experience on how the internet banking should be perceived and how to add content value
- Observing language, numbering and how informative the content of the project is to consumers
- Focusing on all type of tests on different mobile software and website browsers: regression, uat, functional test(dealing with different entities and departments inside and outside the bank)

- Took part of Support team for call center once the project was launched
- Team lead for quality insurance test
- Suggesting and advising new features that improves the project

January 2017-May 2017: Bank Audi Beirut-Lebanon

Team Lead-Operations and Customer Service Department

- Quickly established credibility with clients
- Corrected discrepancies
- Process 20+customer transactions per hour with extreme attention to details
- Handled customer calls to acknowledge them their prizes and information
- Weekly sales , target sales and profits of credit cards analysis

October 2016-November 2016: Kesrouane Medical Center (KMC) Ghazir –Lebanon

Operations Management Office

- Customer service
- Purchase and procurement
- Health insurance processing
- Quality control
- Supervising bills

April 2015-June 2015: First National Bank (FNB) Beirut –Lebanon

Marketing and Finance Team Lead

- Developed and launched integrated, multi-channel, web and direct marketing campaigns
- Participated in the launch of a banking booklet including all the different products and service offered
- Helped to design a web portal to transform previous intranet archaic into a dynamic one
- Contributed in the making of a new ad (flyers)
- Gave ideas for a new ad and corrected a mistake in an ad they had
- Website improving communication flow
- Supplier and vendor management
- Data reconciliation and customer data audit for the overall bank customer base

August 2012-September 2012: Blom Bank Kfarhabab-Lebanon

Operations team Lead

- Took part of cross selling bank products to customers to meet sales goals opportunities
- Demonstrated outstanding customer service, resolved customer concerns and helped build customer loyalty
- Assisted in lobby management initiatives
- Engaged customers in conversations regarding service offered, location of personnel and other related customer service activities

June 2012-July 2012: First National Bank (FNB)-Beirut Lebanon
Customer service officer

- Managed and negotiated current/new accounts
- Developed and administered new operation processes
- Organized and processed account receivables
- Monitored computer application and answered telephone calls
- Developed communicational skills while working with customers

August 2008: Judo and Gymnastics Instructor (Lycee abed Kader, Yarze club, Sainte famille jounieh, Jeita country club, Kinderland...)

- Taught more than 70 kids judo and gymnastics(after school activity)
- Helped kids with mental and behavioral disabilities to overcome their fears along with personality discipline

EDUCATION

January 2019: Global business school Barcelona-Spain (GBSB)

Master's degree in Fashion and Luxury Business Management (completion date: January 2020)

COURSES AND PROJECTS related to business of fashion includes:

- Rami Kadi: brand expansion to USA and Dubai(Luxury Channel and Distribution Management)-How to stay exclusive yet present in the market
- Gucci: Brand analysis, positioning and recommendations(Principles of Luxury and Luxury Sector Analysis)-where does it stand and how is it positioned in the market
- NYX: advertising campaign on social media(Strategic Fashion and Luxury Branding)-Used a personal ad to relate to social media audience in an emotional way
- Puma Vs. Stella McCartney : sustainability model and strategies(Sustainability in Design of Fashion)-How did these brands transform their model into sustainable one, helped the society and suggestions for improvements
- Bottega Veneta Stealth luxury: business strategy (Strategic Fashion and Luxury Branding)-How to survive with "no logo" and upgrade your brand with competitive advantage
- Burberry: how to be exclusive on social media but also available on platforms

September 2011- January 2016: Notre Dame University Louaize (NDU) Zouk Mosbeh-Lebanon
Bachelor in Business Administration (concentration: Marketing)

September 1996- June 2011: College Saint Joseph Antoura
Lebanese Baccalaureate Diploma in Economics and Sociology

LANGUAGES

- Fluent in English, French and Arabic
- Spanish written and spoken level 1

VOLUNTEERING ACTIVITIES

Spring 2012- present: SESOBEL Beirut-Lebanon

- Created sports classes for disabled kids
- Planned new entertainment ideas
- Helped with Christmas and Easter decoration for holidays
- Attended kids outings for guidance

December 2010: KIDS FIRST association Beirut-Lebanon

- Helped in organizing fund raising events
- Kids entertainment

INTERESTS AND ACTIVITIES

- Lebanese Judo Champion for 14 consecutive times and in different foreign countries
- Gymnastics expert
- Boxing
- Singing
- Fashion news and designs
- Luxury management brands strategies