



# SERENA KAMMOUN

## CURRICULUM VITAE



### CAREER OBJECTIVES

A passionate and self-motivated marketing graduate seeking employment in the field of social media and marketing communications, where I can apply and enhance my knowledge and competencies to grow professionally.

### CONTACT



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### ACADEMIC BACKGROUND

#### MASTER OF RESEARCH IN MARKETING MANAGEMENT

LEBANESE UNIVERSITY

*Faculty of Economics & Business Administration, Branch I*

*Sept 2016 - July 2018*

#### BACHELOR OF SCIENCE IN MARKETING

LEBANESE UNIVERSITY

*Faculty of Economics & Business Administration, Branch II*

*Sept 2013 - July 2016*

#### LEBANESE BACCALAUREATE | SOCIO-ECONOMIC

CHRISTIAN TEACHING INSTITUTE

*Horsh Tabet, Sin el Fil*

*Sept 1998 - July 2013*



### WORK EXPERIENCE

#### CSS PROVIDERS, KEY ACCOUNT EXECUTIVE

JULY 2018 - TO PRESENT

*External*

Managing the sales pipeline & developing professional B2B relationships through acquiring a thorough understanding of their needs and providing them with tailored valuable solutions

Conducting meetings that include marketing collateral preparation, C-Level presentations, needs assessment, consultative sales, contract negotiations, sales closures, and post-sales follow up

Undergoing regular customer surveys to proactively and reactively solve issues and handle complaints; while prioritizing client satisfaction

*Internal*

Collaborating within departments to ensure proper service delivery that follow an ethical code of conduct in a timely manner

Creating periodic sales reports; while continuously assessing and adjusting the sales strategy based on results obtained

Analyzing reports related to promotions and campaign engagement across multiple communication channels, & adjusting the marketing strategy

Monitoring trends related to cloud computing and ERP technology to identify clients' preferences and develop strategies to penetrate the market



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## WORK EXPERIENCE

### ABC GROUP, AREA RESPONSIBLE | CHAMPION

FEB 2017 - JUNE 2018

*The sales consultant (SC) job scope in addition to :*

Coaching and orienting new and existing team members on procedures and techniques to be able to deliver outstanding customer service

Assisting in tracking and improving employee productivity, motivations, and development to improve performance

Generating and analyzing periodic reports based on results obtained from the BI system and from the department-related Key Performance Indicators

Managing several brands and developing sales action plans and initiatives

Department and Feedback Champion

### ABC GROUP, SALES CONSULTANT

SEP 2013 - FEB 2017

Selling products to current and potential clients through a wide acquired technical knowledge

Promoting marketing messages that include offers and promotions; and enhancing the customer loyalty program based on ABC's target markets

Establishing and maintaining strong B2C relationships

Cross-selling and up-selling between departments within the store

Executing all types of transactions on the POS system

Inventorying across all departments in all branches with accuracy and efficiency

Preparing and modernizing the semi-annual feedback report to the buyers



## LANGUAGES

English  
Arabic  
French



## KEY SKILLS

MAC/PC Systems  
MS Office Tools  
CRM Software  
BI Tools  
Cloud ERPs  
Brand Management  
Lead Generation  
Consumer Behavior



## STRENGTHS

EFFECTIVE  
COMMUNICATION

STRONG ATTENTION  
TO DETAIL

LEADERSHIP

TEAMWORK