

Taha Kashalo

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Academic and Professional Qualifications

Beirut Arab University (BAU) - Lebanon

Bachelor of Business Administration (Marketing Emphasis)

January 2015 – June 2018

Internet and Computing Core Certification (IC3) – Lebanon

Certified Microsoft Office (Word, Excel, PowerPoint)

January 2018

Skills and Competencies

- Communication Skills
- Relationship Building
- Software
- Mail Chimp, Pure Chat
- Market Research
- Negotiation
- Magento, FileZilla, Visual Dolphin

Career Summary

Organization: Grand Stores (GS)

Role: Senior E-Commerce Officer

Oct 2018 – to date

Reported to: IT & E-Commerce Manager

- Planning and implementing promotional campaigns
- Offering an exceptional shopping experience through meeting client needs & increasing brand loyalty
- Preparing and presenting market intelligence and sales reports to management on a regular basis
- Performing all the day-to-day marketing activities such as email campaign set-up, scheduling, testing, and sending
- Analyzing campaign performance and suggesting improvements and reporting on sales revenue generated from email marketing efforts
- Working closely with e-commerce manager and business leaders to understand business goals (specifically for the e-commerce platforms)
- Passionate to find opportunities to improve processes, analysis and critical metrics, with a focus on providing solutions and delivering results
- Focusing on customer perspective and create offerings to answer those critical questions that customers are trying to answer when browsing and purchasing from GS

Organization: Grand Stores (GS)

Role: Sales Associate

Jan 2018 – Oct 2018

Reported to: Store Manager & Assistant Manager

- Contributed in the development of the customer database and the GS CRM tools by consulting and updating customer files
- Maintained high standards for visual merchandising housekeeping in term of cleanness, display and stock rotation
- Supported the store manager in increasing our month-to-month sales revenue by 10%
- Built customer loyalty through exceptional customer service techniques and an engaging in-store experience
- Achieved sales in excess of 60,000\$ and was recognized as a member of the platinum sellers
- Provided training and orientation to new staff, emphasizing the need for exceptional customer service as it's related to the goals of the company
- Displayed a positive, helpful attitude on a daily basis

Organization: Auto Fayed

Role: Sales Associate

Sep 2016 – Dec 2017

Reported to: Founder

- Conducted consumer and market research and identified business friendly propositions (market surveys to determine competitor products & pricing with managing external service providers & stakeholders)
 - Achieved challenging sales targets by using advanced sales techniques and product knowledge
 - Ensured a smooth, clean and defect free delivery of sold vehicles
 - Assisted the customers in making the correct choice of vehicle and build loyalty by providing a personalized, tailored sales experience
 - Demonstrated automobiles by explaining characteristics, capabilities, and features; taking drives; explaining warranties and services
 - Demonstrated ability of increasing business sales and customer satisfaction level
 - Exceeded annual sales forecast by 80,000\$ in first year as sales associate
 - Increased customer base by 20% in the year 2017 following excellent customer services resulting in recurring business
 - Advised customers on best payment options; loans and leasing banking terms
 - Helped increase profits by devising and recommending a variety of promotions and customer incentives which significantly increased patronage
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Organization: Zaatar w Zeit (ZWZ)

Role: Call Center & Waiter

Sep 2016 – Dec 2017

Reported to: Branch Manager & Assistant Manager

Organization: Roadster Diner (RD)

Role: Runner & Counter

Aug 2015 – Aug 2016

Reported to: Branch Manager & Assistant Manager

Personal Information

Nationality: Lebanese

Date of birth: 24 August 1996

Languages: Arabic (Native) and English (Fluent)

Hobbies and interests: Fitness, football, and swimming.