

JESSICA BEJJANI

PERSONAL INFORMATION

Nationality: Lebanese.
Marital Status: Single.
Languages: Fluent in Arabic, English and French (Spoken, Read and Written).
Computer Skills: MS Office Package.

EDUCATION

Saint Joseph University – Huvelin - Beirut / Lebanon June 2018
MBA International Paris Double Diploma (Paris/Beirut)

Saint Joseph University – Huvelin - Beirut / Lebanon July 2012
Bachelor's Degree in General Business

Sagesse Saint Jean Brasilia – Beirut / Lebanon May 2009
French & Lebanese dual Baccalaureate degree

WORK EXPERIENCE

March 2020 - Present "shareQ NGO" - Lebanon
Business Development Executive at Hum'N Go Snacks

- Prospecting, targeting, and coordinating international expansion deals with clients.
- Initiating contact with potential distributors, and conducting research to benchmark new markets.
- Promoting the company's products/services addressing or predicting clients' objectives.
- Following up on the sales contracts ensuring adherence to related country law-established rules and guidelines.
- Developing and optimizing the export supply chain for Hum'N Go.
- Providing customer service, feedback and after-sales support.
- Conducting market analysis defining the sales goals aiming to increase market share.
- Assessing and ensuring new market penetration strategy(ies) as per the preset objectives.
- Following up with the funders and grant donors who provided support for the enterprise.

November 2018- February 2020 "Société Générale de Banque au Liban" - Lebanon
Operational Marketing Officer

- Analyzed data from previous marketing campaigns through detailed reports to optimize future ones.
- Analyzed and monitored the Branches network's performance reports and propose enhancements and solutions.
- Benchmark all competitor's data, represented a report every month for all activities and new concepts of our competitors and comparing it with SGBL.
- Developed all communication tools to make sure their compliance with the BDL regulations.
- Conducted market research to identify opportunities for promotion and growth.
- Followed-up and handled all customers' complaints and directed them to relevant departments to ensure quality service as per the set procedures.
- Coordinated with concerned departments in the organization of events related to product activation
- Developed marketing campaigns and elaborate the required communication channel related to the launching of new products and/or services or the revamping of existing ones

September 2017-June 2018

“Mena Marketing”- Lebanon
Product Manager

- Responsible for all marketing of Genio Novalac in 8 countries in the Mena region.
- Coordinated with 8 Country Managers.
- Conducted a Focus Group to check the behavior of the consumer for a new product
- Benchmarked all market competition by comparing the company's product to competitors' products.
- Provided data for product line communications by defining product marketing communication objectives.
- Obtained product market share by working with sales director to develop product sales strategies
- Prepared big Events in KSA, Dubai, and Lebanon from A to Z.
- Responsible for all POS materials and gifts to consumers
- Presented the budget estimation and sales growth
- Planned digital marketing campaigns, including web, email, social media, and display advertising
- Measured and reporting on the performance of all digital marketing campaigns
- Responsible for campaigns and promotion in supermarkets and malls.

January 2013 – August 2017

“Khalil Fattal et Fils” –Lebanon
Product Specialist

- Assisted Health Department Sales Manager & Business Manager on Optimizing sales execution through the utilization of all the available sales tools.
- Led a Team of 15 professionals in Jordan.
- Managed sales account and achieved Sales Targets.
- Introduced the new generation of Clear Blue products and Bio Oil in many pharmacies and Hospitals (Pregnancy Tests, Digital Ovulation Tests and Fertility Monitor)
- Benchmarked our brands in comparison to competitors.
- Measured and reported performance of all marketing campaigns, and assess against goals (KPIs)
- Set monthly KPIs and sales forecasts per account.
- Represented the Clear blue, and Bio Oil brand during televised interviews.
- Organized conferences for doctors and other medical staff (Launching of new products, exhibitions...).

INTERNSHIPS

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| • Deloitte - Auditing department | October – November , 2012 |
| • M&C Saatchi - Accounting department. | June – July ,2011 |

TRAININGS & WORKSHOPS

- Winning Performance: Fayez Helou/ “Starmanship and associates (April 2018; France)
- Shifting mindset: Joelle G. El Helou/ “trace S.A.L (April 2017; Lebanon)
- Sales Challenger: Joelle G. El Helou/ “trace S.A.L (November 2016; Lebanon)
- Team Building: Joelle G. El Helou /”trace S.A.L (December 2015; Lebanon)
- Communication Skills: Joelle G. El Helou /” trace S.A.L (August 2015; Lebanon)
- The Stretch-Dimension Selling: Joelle G. El Helou /” trace S.A.L (November 2014; Lebanon)
- Real Presentations: Joelle G. El Helou/ “trace S.A.L & Quadrant 1 International (May 2013; Lebanon)

EXTRACURRICULAR ACTIVITIES

- Scout girl since childhood.
- Athlete.