


Sanaa El Haddad

Sales and Marketing

 Tilal Saint Georges, Baabda - Lebanon

 sanaahaddad@hotmail.com

 (+961) 71 55 29 34

Skills

Technical Skills:

- Microsoft Office Proficient
- Digital Marketing
- JABA Accounting System
- Familiar With CRM Systems
- Strong Phone contact and active listening
- Ability to Multi-task

Business Skills:

- Sales Promotion
- Market Research
- Trends Analysis
- Competitor Analysis
- Retail Marketing
- Communication Skills
- Negotiation Skills
- Customer Advocacy
- Competitive Intelligence Skills

Experience

PRIDE INVESTS – Hazmieh, Lebanon March 2017- May 2018

Sales and Marketing Executive

- Develop marketing plans and strategies to accomplish sales goals
- Deliver sales presentations/proposals to prospective clients
- Design, build and maintain social media presence
- Manage campaigns and engage with potential buyers
- Dealing with customer queries and complaints
- Collecting feedback and recommendations from after sales services
- Event organizing and product exhibitions
- Analyze market trends
- Weekly reports to management

CHAMMAS ACCOUNTING AND AUDITING

2015 - 2017

Oct - Mar

Accountant

- Review invoices for appropriate documentation and approval cycle prior to booking and payment.
- Prepare periodical accounts payable reconciliation to ensure completeness, accuracy and obligations; and accordingly generate ageing report to proceed

with the payments.

- Prepare, update, and record all the accruals and prepaid expenses, to ensure accurate financial information at each reporting period.
- Following up with the clients on collection

VITAS S.A.L – Hazmieh, Lebanon

2015
Feb - Sep

Customer Service Officer

- Managing incoming calls and emails, customer service inquiries
- Identify and assess customers needs to achieve satisfaction
- Handle customers complaints, provide appropriate solution
- Followup to ensure satisfaction, and keep records of customers interaction
- CRM Reporting on weekly basis to Head of Marketing Department
- Keeps track on data trend of customers satisfaction
- Handling customers problems with operations department
- Implement Vitas brand values within the institution and with other stakeholders

Education

University Antonine – Faculty of Business Administration

Bachelor's Degree, Marketing

Lebanon Evangelical school

Lebanese Baccalaureate (Sociology and Economics)

References

Available upon request