

ELENA HAYEK

Beirut, Lebanon | elenahayeck@gmail.com | +961 81 647092 | [LinkedinURL](#)

Senior Business Development

Dedicated business development consultant with more than 5 years of experience in professional environment across a broad range of business functions on a multinational level. University specialization in International Business Management.

Areas of expertise include:

Business Development

International Sales

Strategic Business Planning

Market Research

Lead Generation

Marketing Strategy

Cross-Cultural Communication

Account Management

B2B

Telesales

Social Media Management

Content & Community Management

CRM (Salesforce)

Microsoft Office

Photoshop & Illustrator

Professional Experience

Business Development – Marketing & Social Media

Enter-tainment Group

Beirut, Lebanon

October 2017 – Present

Enter-tainment is a marketing agency providing digital and event solutions. My job consists on signing contracts with small businesses around Lebanon covering all their marketing needs from strategy to social media and website.

- Presenting and negotiating business proposals.
- Submitting full Marketing & Social Media Strategies.
- Providing insights for business development.
- Supervising photo-shoots for ads and marketing purposes.
- Building online communities and brand content.
- Sharing weekly editorial plans.
- Utilizing social media monitoring tools & ads.

Senior Business Development Consultant

Splendor Telecom: Nymgo - NymCard - NymGuard

Beirut, Lebanon

January 2014 – September 2017

Splendor Telecom is a multinational Fintech company specialized in VoIP telecommunication, virtual MasterCard and VPN services.

- Conducted market studies and identified opportunities.

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- Prospected, did background check, cold calls and initialized prospects/leads/registrations introducing our service.
- Landed and closed deals.
- Completed KYC procedures.
- Managed and developed existing agents' business accounts.
- Followed up with active agents and re-activated inactive ones and insured service awareness.
- Spread our services in untapped markets.
- Maintained monthly/quarterly growth in terms of sales revenue and number of active accounts.
- Kept up with the industry's news and rivals, identified opportunities and threats.
- Participated in salesforce development in coordination with technical department.
- Coordinated with marketing team to maximize campaigns' outcome.
- Took part in preparing agents' monthly targets and commissions.
- Reported clients' feedback for effective service/app and website development.
- Markets and Achievements:
 - January 2014 - September 2014: MENA: Average of 35% monthly sales growth.
Kuwait, Qatar, Bahrain, Yemen, Jordan, Egypt.
 - October 2014 till March 2015: "Rest of the World": Average of 70% monthly sales growth.
(Promoted to senior)
France, Finland, Norway, Sweden, Denmark, Spain, Germany, Italy, Ecuador, Colombia, New Zealand, Timor-Leste, Caribbean Islands, Haiti, Malta...
 - April 2015 till September 2017: Africa: Average of 30% monthly sales growth despite the challenges in biggest market Angola.
Countries in Africa: Angola, Namibia, Ethiopia, Eritrea, Uganda, Rwanda, Swaziland, South Africa, Zimbabwe, Mali, Mauritania, South Sudan.
- Organized exceptional payment solutions for countries with financial restrictions such as Angola, Ethiopia, and Egypt.

Training: Order Processing Coordinator

CIS Group

Jal el Dib, Lebanon

July 2013 – September 2013

- Processed orders by communicating with firms/organizations and IT solutions companies (HP, Cisco, EMC, Fujitsu...).
- Issued Orders Status Reports.
- Tracked orders from A to Z and solved/reported related issues.
- Handled data entry for orders and Invoices.

Internship: Assistant Placement Office Director

Notre Dame University

Zouk Mosbeh - Lebanon

October 2012 – June 2013

- Associated NDU students and alumni with available job vacancies in Lebanon and Gulf region.

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- Organized and recorded candidates' profiles improving work process.
- Participated in organizing the University's Annual Job Fair.

Education

B.A. International Business Management

Notre Dame University, Zouk Mosbeh, Lebanon

June 2013

Lebanese Baccalaureate in Economy and Sociology

Collège des Soeurs des Saints-Coeur, Koura, Lebanon

June 2009

Certificates

Working Smarter Toolkit

Mira-Clé, Lebanon

2014

(Relationships for success, Communicate with confidence, Time & stress, Sales over the phone, Diversity, Business Etiquette)

Languages

English, French, Arabic