

# Hello! I'm Jackie El-Azzi, Let's connect

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in Jackie Elazzi

I am an experienced Corporate Advisor with 4 years of experience in maintaining long-term partnerships and managing portfolio to ensure growth, specialized in corporate loyalty programs. Skilled in Negotiation, Sales, Team Building and Public Speaking. I am looking for a challenging role to apply and develop my communication & negotiation skills

## Work experience

Jan - Mar 2020

### Lufthansa German Airlines - *Lebanon & Jordan* Corporate Sales Manager (New Business)

- Identifying new potential clients to convert them into contracted accounts.
- Processing pre-qualified sales leads & registering new accounts in the different loyalty programs.
- Fostering loyalty of SME customers & realizing the revenue potential.
- Monitor and analyze account activity and customer behavior based on new business projection monitoring.
- Identify & activate corporate potential by monthly scan of PPB customer database.
- Provide regular input / exchange with Account Management team, prepare account handovers based on agreed revenue thresholds.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Deploy successful marketing campaigns & own their implementation from ideation to execution
- Analyze consumer behavior and adjust email & advertising campaigns accordingly

2015 - 2019

### MEDCO. S.A.L - *Lebanon* Corporate Sales Specialist

- Identify and win new customers while growing existing customers to ensure continuous production & profitability.
- Customer acquisition: Schedule commercial appointments to negotiate contracts & bids for the fuel management system.
- Customer retention: Develop influential relationships with customers at all levels and strategies to win profitable business from those customers.
- Collaborate with marketing to screen potential business deals by researching market strategies, deal requirements and financials.
- Coordinate with Managers to develop new products & services in conformity with customer requirements.
- Communicate with other departments to leverage technology and materialize cross selling.
- Represent Company at trade show association and specific events for the development of brand awareness.

2014 - 2015

### Bureau Veritas Liban SAL - *Lebanon* VoC & Physical Inspection Coordinator

- Coordinating with regional centers to implement corrective actions if necessary.
- Checking all the documentation for import clearance provided by the client to issue the certificate of conformity.
- Follow up on pending and new files to ensure a smooth procedure & avoid delays.
- Issuance of conformity certificates for orders exported to Iraq, imported to Lebanon.
- Issuing adequate inspection fees invoice.

## Trainings & Certificates

**Frictionless Sales Certificate**  
with HubSpot Academy

**Persuasive Selling**  
with LinkedIn Learning

**Negotiation & Sales Certificate**  
with Excellence first

**Digital Marketing Training**  
at Morgan International

**Foundation of Travel & Tourism (IATA Certificate)**  
Emphasis in Ticketing & Reservation

## Education

2016 - 2018

**Institut d'Administration des Entreprises, IAE Tours - *France***  
Masters in Marketing of Services

2016 - 2018

**Saint Joseph University (USJ) - *Lebanon***  
Masters in Marketing of Services

2010 - 2013

**Holy Spirit University - *Lebanon***  
BA in Business Administration,  
*Option management*

2010

**Lycée Nahr Ibrahim - *Lebanon***  
French Baccalaureate,  
*Emphasis in economy*

## Languages

French 

English 

Arabic 

## References

**Mr. Mohammed NASR**  
General Manager, Lufthansa German Airlines  
**Mme. Michelle GARZOUZI**  
Chief innovation, MEDCO S.A.L