

HAIFA NAJJAR

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Experienced Marketing Communication & Projects Management professional with a demonstrated history of working in sustainability, retail, luxury, pharmaceutical and FMCG industries. Skilled in CRM, Customer Service, Market Research, Digital Communication, CSR & Sustainability as well as Projects Management. A professional with a Diploma in Digital Marketing and Sustainability Certified.

EXPERIENCE

MAY 2017 – PRESENT

COMMUNICATION & PROJECTS MANAGER, HOLDAL GROUP

CSR:

- Plan and lead on the CSR Project Strategy of the Year in collaboration with internal and external stakeholders.
- Build the CSR & Sustainability annual closeout report.
- Project managed and initiated internal corporate programs like INNOV8 (entrepreneurship program for GenZ), Cre8 (Intrapreneurship program for employees), Najah (Internal Funding Program for scholarships) and Holdal Social Community Day.
- Trainer with Injaz Lebanon in their Youth Leadership Program with UNDP
- Mentor with Nawaya Network, Injaz Lebanon and Berytech in programs that revolve around entrepreneurship and innovation

CRM:

- Manage, implement and lead on the corporate CRM project by identifying and recommending optimal ways to reach our different customer segments depending on the Group's objectives (covering B2C and B2B industries).
- Act as a point of reference with all CRM vendors, negotiate deals, share plans and feedback with them to ensure optimal campaigns results.
- Handle and manage a best in class corporate customer hotline unit catering for all the groups' commercial departments.
- Lead on B2B customer satisfaction surveys projects as per business needs.
- Reports generation at all levels.

Mystery Shopping:

- Manage and execute an in-house mystery shopping program in coordination with the retail team to assess the performance of our stores.
- Analyze results, recommend measures/training accordingly and accompany training implementations with HR aiming at improving customer service capabilities.

Loyalty Program & Gift Cards:

- Designed and launched HoldIT Retail Loyalty and Gift Cards Program at all our retail boutiques.
- Designed the loyalty program for the para-pharmaceutical as well as perfumes & cosmetics Loyalty App.

Digital Marketing:

- Be the point of contact with the digital agencies to ensure optimal plans and advertising campaigns implementation.
- Deliver best in class online communication for Holdal including social media and website by setting the right communication strategy for each of the brands.

- Participate in building strong relationships with Digital Influencers.
- Responsible for Holdal Group website management.

Marketing Events:

- Active part in the brand events' ideation and planning based on the given budget.
- Liaising with Brand Managers and Brand(s)' suppliers to make sure we meet objectives.
- Handling the customers' database, invitations and being present during events.
- Follow-up on PR and Media monitoring with the team.

Internal Corporate Communication:

- Manage and draft Holdal's quarterly Newsletter
- Manage and update the internal communication platforms (Sharepoint and TV Screens)
- Owner of the group's corporate programs and events

JANUARY 2015 – APRIL 2017

CRM & CSR SUPERVISOR, HOLDAL GROUP

CRM:

- Understand Business Units needs and analyze customers' data to develop a relevant CRM strategy and loyalty program aiming to enhance customer experience, satisfaction and loyalty to become a corporate competitive advantage.
- Campaigns planning and execution: identify and recommend optimal ways to reach segments of customers depending on objectives and means.
- Campaign Analysis: Analyze campaign outcomes, draw insights and present results clearly to facilitate sound decision making on next steps and recommend new business opportunities.
- Establish and lead on the best in class corporate customer hotline cell and manage the company's call center to handle customers' inquiries and complaints.
- Managing the in-house mystery shopping projects by liaising with the retail team to implement the visits and analyze the results.
- Conduct Customer Satisfaction surveys on a B2B level and analyze the results to reach a global customer service excellence.
- Generate continuous executive reports covering areas that include: database growth progress, B2C and B2B customer service analysis, mystery shopping wave's results, PR coverage reports and surveys analysis reports.
- Conducting training sessions to the company's retail sales staff, medical representatives, Hotline Center's agents and FMCG salespeople for them to provide the best customer service, practice advanced and professional sales techniques and deal with all types of customers.

CSR:

- Build a robust and sustainable Project Plan based on HOLDAL CSR Strategy and the company's values.
- Executing all CSR projects and initiatives and handling all incoming requests.
- Handling all internal and external CSR communication required.

APRIL 2014 – JANUARY 2015

CRM SUPERVISOR, HAMRA SHOPPING & TRADING (GS GROUP)

- Develop new CRM projects to attract new business opportunities.
- Implement the customer reward program along with the Commercial and Operations Managers and communicate it to all concerned parties.
- Analyze customers' data and take action based on outcomes; handle requests and inquiries from stores and customers related to the rewards program.
- Generate reports on a monthly basis and monitor the market trends to take relevant actions.
- Deliver periodical and upon request statistics and reports to the Commercial Managers regarding programs effectiveness.
- Handle all promotions and marketing campaigns.
- Handle the bulk messages and emails.
- Maintain and update HST website on all matters related to corporate customers.

- Update Web Portals (GrayFox) and monitoring trafficking.
- Train store staff and new hires on reward program.
- Manage the work of the CRM team to ensure that all customers' data is being updated regularly and accurately.

NOVEMBER 2011 – MARCH 2014

CONTENT PRODUCT SPECIALIST, THOMSON REUTERS

- Handling the projects, corporate, and investment monitors' "Talk to Zawya Analyst" tool for members and free customers.
- Direct interaction and communication with members/clients ensuring a timely and complete resolution of queries from all internal and external customers.
- Generating continuous trend analysis and market reports.
- Communicating new suggestions and developments within the sales, product management and content teams to provide the best service. Creating solutions that match the members'/clients' expectations.
- Preparing end-of-month analysis reports over the distribution of requests and channeling it back to the different teams
- Marketing, branding and media planning assistance for the product.
- Work on problems of moderate scope where analysis of situations or data requires a review of a variety of factors.
- Keeping track of competitors' content and product coverage.
- Using requests as a tool to analyze customers' needs and bringing it back to the project management team.
- Creating a revenue generating line of products (special requests).
- Working on Members' Needs Analysis project.

DECEMBER 2009 – NOVEMBER 2011

RESEARCH ANALYST, THOMSON REUTERS

- Generating monthly country/sector analysis and construction reports to attract new market opportunities.
- Conducting research reports over the construction sectors' industry.
- Sourcing and adding new projects to expand the database.
- Training new employees.
- Interacting with our members to provide them the best out of our service
- Research, gather and examine information relating to construction projects in the MENA region.
- Responsible for providing crucial, detailed and up to date information on all the oil, gas and energy projects in the MENA region sourced directly from the project owners, consultants, developers and contractors executing the project.

EDUCATION

JULY 2017: CHIEF SUSTAINABILITY OFFICER, ILM - SUSTAINABILITY KNOWLEDGE GROUP

MAY 2016: PROFESSIONAL DIPLOMA IN DIGITAL MARKETING, MORGAN INTERNATIONAL

JULY 2012: CERTIFIED MANAGEMENT ACCOUNTANT (CMA) - CLASSES, MORGAN INTERNATIONAL

JUNE 2009: BACHELOR IN BUSINESS ADMINISTRATION - MARKETING, AMERICAN UNIVERSITY OF BEIRUT

TRAININGS

- Train the Trainer Certificate
- Coaching for Success
- Promises Promises by Starmanship
- Mystery Shopping Workshop
- Professional Business Writing
- Finance for Non-finance
- Luxury Selling and Management Training
- SPIN: a Sales Technique
- Communication and Treating Objections
- Negotiation and Closing Deals
- Business Communication Skills
- Body Language
- Developing Business Plans
- High Performance Team (HPT)
- Branding Techniques
- Effective Phone Techniques Workshop

COMPUTER SKILLS

Achieved computer proficiency, advanced knowledge in Microsoft Office, SPSS, Microsoft Dynamics 365, Microsoft AX, Grayfox and Zendesk softwares.

LANGUAGES

Fluency in English and Arabic with basic knowledge of French

INTERESTS

Events planning and organization, Sports (Running, Tennis, Ski, Hiking and Adventurous activities) and Arts (Ceramics, Sculpture, Drawing and Handcrafts).