

# Marwa Bou Hatoum

Account Manager

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## Profile

Architectural graduate with professional expertise in account organization, management, customer service, sales, marketing, and design. Proficient at optimizing processes, driving revenue growth, and enhancing customer satisfaction. Skilled in creative design and committed to achieving organizational goals.

## Professional Experience

2023/10 – present  
Hazmieh, Lebanon

### Insurance Agent

*Société Nationale d'Assurances s.a.l. (SNA)*

- Cultivated and managed a client portfolio through proactive client acquisition and retention strategies.
- Conducted comprehensive client needs assessments to recommend tailored insurance solutions.
- Provided personalized customer service by promptly addressing inquiries, processing policy changes, and handling claims, maintaining a high customer satisfaction rate of 95%.
- Developed and maintained strong relationships with insurance underwriters to negotiate competitive rates and secure advantageous coverage options for clients.
- Acted as a subject matter expert, educating clients on various insurance products, policy terms, coverage options, and industry updates, resulting in improved customer understanding and informed decision-making.
- Participated in regular training sessions and workshops to stay updated on industry trends, product knowledge, and regulatory changes, enhancing professional skills and expertise.

2023/11 – present

### Telemarketer & Data Collection Specialist

*Voice Dream LLC - Lead Generating Department*

- Conducted outbound calls to prospective clients, effectively pitching products/services and generating leads resulting in a 20% increase in qualified leads over a six-month period.
- Utilized persuasive communication skills to engage potential customers, achieving a 15% higher conversion rate compared to team average.
- Assisted in refining and updating the CRM database by collecting accurate and relevant data during customer interactions, ensuring a 98% data accuracy rate.
- Generated comprehensive reports on call outcomes, lead quality, and customer feedback, providing actionable insights to management for strategic decision-making.
- Demonstrated exceptional multitasking abilities by efficiently managing both lead generation tasks and data collection responsibilities, ensuring a seamless workflow.

2021/11 – 2023/08

### Case Coordinator

*Voice Dream LLC - Law Department*

- Directed the establishment and leadership of a vibrant and proactive team.
- Proficiently managed both internal and external company communications pertaining to business goals.
- Developed an informative audio presentation, with the goal of delivering the most valuable information to potential clients.
- Promoted within six months from Dispatcher to Case Coordinator after increasing sales with clients with up to 15%.

- Worked in analyzing data, training new employees, and successfully recruiting clients into the program.

2021/02 – 2021/11

### **Customer Service Specialist**

*Voice Dream LLC-Insurance Department*

- Managed different leads via calls to make sure their policies are up to date.
- Organized workload for the agents through setting up different appointments and assigning tasks for them.
- Achieved a success rate of 75% with tough cases in getting leads to upgrade their policies or referring their friends and families.

2019/09 – 2021/01

### **Virtual Assistant**

*Influencee*

- Maintained office supplies inventory by checking stock and ordering new supplies as needed.
- Responded to emails and other correspondence to facilitate communication and enhance business processes.
- Completed administrative tasks by performing business correspondence, transcription, and data entry.
- Wrote different articles using SEOs and different algorithms to reach specific target audiences.
- Regularly worked on the website to update products and services offered.

2018/09 – 2020/06

### **Fabrication Lab Supervisor**

*Lebanese American University*

- Worked with design customers to understand needs and provide model making service.
- Built 3D Models (physical and on software) and Renders
- Handled a 3D Printer and Laser cutter for 3D Models.
- Assisted teachers and students with their daily work.
- Supervised the workshop through maintaining machines and making sure there was a smooth workflow.

2019/06 – 2019/08

### **Architect - Internship**

*Galal Mahmoud Architects*

- Supervised the preparation of technical drawings by architectural technicians, CAD technicians, and drafters.
- Created new and innovative approaches to problems and discussed strategies with project managers.
- Attended all team meetings to resolve technical and project issues, coordinate with team members, and review project schedules.
- Worked on several architectural projects for 2D drawings and real-life renders.

2018/06 – 2018/08

### **Furniture Designer - Internship**

*Ardeco Contract*

- Designed custom furniture adapted to floor plans, working closely with multiple furniture vendors.
- Worked with customers to understand their needs and provided furniture designed specifically for them.
- Met with clients and sold several pieces of furniture

2018/01 – 2018/07

### **Architect - Part Time**

*House of Architect*

- Created, printed, and modified drawings in AutoCAD and Revit.
- Coordinated with clients, consultants, and contractors for design work.
- Provided primary customer support to internal and external customers in a fast-paced environment.

- Maintained laser cutting machine, CNC Machine, Printers, Vinyl Printing, Print on shirts, and customer design projects.

2015/01 – 2017/06

### **Computer Lab Supervisor**

*Lebanese American University*

- Executed various techniques, including installing software and controlling access to maintain servers and systems, keeping networks fully operational during peak periods.
- Broke down and evaluated user problems, using test scripts, personal expertise, and probing questions.
- Supervised and helped students and teachers in their daily tasks (scanning, renders, drawings for Cad and Revit) requiring computers.

## **Languages**

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- English
- Arabic

## **Skills**

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Microsoft Word, PowerPoint, and Excel	● ● ● ● ●	Outlook	● ● ● ● ●
Adobe (Photoshop/ Illustrator...)	● ● ● ● ●	AutoCAD/ Revit	● ● ● ● ●

## **Education**

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2014/09 – 2020/06	<b>Bachelor's of Architecture</b> <i>Lebanese American University</i> GPA = 3.2
1999/09 – 2014/06	<b>Baccalaureate - General Sciences</b> <i>Le Lycee National</i>

## **References**

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**Provided Upon Request**