

# LYNN SIDANI

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## PROFILE

Experienced professional with 5+ years in business development, account management, and marketing. Strong background in Business Administration and Information Technology Management. Proven success in customer acquisition and retention strategies. Versed in data analytics, social media management, and project management. Holds 6 certifications, including IBM's Data Science Fundamentals and Data Science and Analytics Badge.

## EXPERIENCE

### ACCOUNT EXECUTIVE, CARMA

FROM 03/2022 PRESENT

- Serviced over 30 high-level clients from the finance, real estate, and consulting industries, establishing a strong reputation for customer satisfaction.
- Resolved customer issues and complaints, resulting in a 30% increase in overall client happiness and loyalty.
- Skilled negotiator, regularly closing an average of 14 deals per quarter, surpassing sales targets and contributing to the company's growth.
- Regularly presented data-driven updates on account and stakeholder statuses, monitoring 30 accounts and driving informed decision-making.

### BUSINESS DEVELOPMENT EXECUTIVE, CARMA

FROM 03/2021 02/2022

- Conducted online research to identify and contact 200 potential clients resulting in a 20% increase in new leads for the organization.
- Managed the organization's CRM database, updating the pipeline and ensuring data accuracy for 100 clients.
- Delivered 20 high-impact PowerPoint presentations and sales displays, communicating the company's value proposition to potential clients.

### ADMIN ASSISTANT, RISE HOLDING GROUP

FROM 09/2020 TO 02/2021

- Conceptualized and developed a visually impactful company portfolio presentation, which resulted in a 25% increase in client engagement and a 15% increase in new business opportunities.
- Conducted online research to inform marketing strategies, resulting in a 10% improvement in performance and cost-effectiveness.
- Liaised with designers to evaluate marketing campaigns, providing data-driven recommendations for improvement and optimization.

## **MARKETING COORDINATOR, LAU FOUAD MAKHZOUMI INNOVATION CENTER**

FROM 10/2019 TO 07/2020

- Grew social media presence on Instagram and Facebook by 20%, increasing reach, awareness, and engagement with target audiences.
- Developed a "Brand Yearly Review" presentation to showcase the company's brand performance and goals, and managed high-quality content creation resulting in a 15% increase in customer engagement on social media.
- Secured over 15 new sponsors for the LAU HULT Prize events.

## **IT SECURITY ASSISTANT, AM BANK**

FROM 06/2019 TO 08/2019

- Facilitated the development and monitored implementation of comprehensive internet security policies, mitigating potential cyber threats and ensuring the organization's continued security and protection of sensitive information.

## **HR ASSISTANT, INTERNATIONAL COMPUTER & COMMUNICATION SYSTEMS (ICC)**

FROM 06/2018 TO 08/2018

- Successfully recruited top talent through interviews, resulting in a 2.5% increase in employee retention rate and securely managed sensitive employee information.

## **EDUCATION**

### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, LEBANESE AMERICAN UNIVERSITY (LAU)**

GRADUATED IN 01/2020

- Concentration 1: Business Management with Honor.
- Concentration 2: Information Technology Management with Honor.

## **CERTIFICATIONS**

- Data Science Fundamentals (2021)
- Data Science and Analytics Badge from IBM (2021)
- Microsoft 365 Fundamentals (2021)
- Maharat Min Google (2019)
- PMP® Exam Preparation Course (2018)

## **SKILLS**

- Data analytics using SPSS, R, Tableau, Power BI, and business process development.
- Social media management and project management.
- System analysis and design, including stakeholder requirement analysis and UML design.
- HTML & CSS, JavaScript.
- Proficient in Microsoft Office Suite and Microsoft Access.

## LANGUAGES

- Fluent in English written, read and spoken.
- Fluent in Arabic written, read, and spoken.