

# Sara Mouchahwar

## Education

**Master marketing management** / [EDC Paris Business School](#) France- Courbevois

From September 2018 to October 2020

**BA Marketing** / [Rafik Hariri University](#) Lebanon- Mechref

From January 2014 to May 2017

## Work experience

**Lifecycle Marketing Manager- MENA region** / [Toluna SAS](#) Paris- France

From February 2020 to August 2020

- Be the Community Manager for Toluna.com and its Social Media pages. - Increase Influencer loyalty and activity on the community through marketing initiatives.
- Provide state of the art of customer care to Toluna.com Influencers.
- Identify main attrition sources and design strategies to neutralize them.
- Website/ product testing for R&D team, escalating issues as necessary.
- Create and adapt the content based on members preference.
- Help with other activities as needed.

**Telemarketing Executive** / [InfoPro SAL](#) Beirut- Lebanon

From October 2017 to August 2018

- Contact existing and new clients, (companies or individuals) by telephone in order to obtain new subscribers.
- Provide full information and description of the magazine in addition to its fees and prices, in order to persuade customers to purchase the magazine.
- Obtain customer information such as name, address, and payment method, then enter orders into computers and maintain records.
- Enter the data into the Subscribers System, the Infopro's software.
- Follow up with clients and answer their calls to reach excellent customer satisfaction.
- Search for prospects.

**Marketing Executive** / [NoLabel NGO](#) Beirut- Lebanon

From June 2017 to August 2017

- Content creation for the website
- Give Seminars about the NGO
- Contact funders to create collaborations - Planning marketing strategy to grow its presence

**Purchasing Assistant (Work Study Program)** / [Rafik Hariri University](#) Mechref- Lebanon

From September 2014 to May 2016

- Monitoring stock levels and identifying purchasing needs
- Data Entry and review
- Researching potential vendors
- Tracking orders and ensuring timely delivery

## Computer skills

**Power Point, Excel, Outlook, Word**



**Photoshop, illustrator**



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- . Date of birth 24/07/1995
- . 06 13 10 34 91

## Languages

**Arabic**



**English**



**French**



**Spanish**



**Turkish**



## Assets

**Leadership skills**



**Team work**



**Decision making**



**Communication skills**



**Critical thinking and problem solving**



**Self motivation**



## Travel

**Canada** tourism

**Turkey** tourism

## Interests

**Basket Ball**

**Scout**

**Cooking**

- . @saramshahwar