

# RITA M. DAGHER

Lebanon · +96170696988

[dagherita@outlook.com](mailto:dagherita@outlook.com) · [linkedin.com/in/rita-dagher](https://www.linkedin.com/in/rita-dagher)

Experienced business professional with a demonstrated history of working in the professional services sector. Skilled in account management, business development, marketing strategy, and relationship-building competencies. Proficient in drafting thought leadership reports, developing human capital, and analyzing data to develop strategic KPIs aligned with sales objectives. Strong operations management and team-leading skills, with the ability to work under pressure and solve problematic situations.

## EXPERIENCE

### SEPTEMBER 2021 – AUGUST 2023

JAHANI AND ASSOCIATES (J&A), *US-Based Investment Bank*

#### ACCOUNT MANAGER | APRIL 2022 – AUGUST 2023

- Draft and promote thought leadership reports about different industries.
- Create internal and external newsletters for J&A, our CPG Division, and our clients.
- Negotiate contracts, and close agreements to maximize firm revenue and profit.
- Build strong relationships with potential clients and investors such as private equity funds.
- Develop and analyze KPIs and data aligned with sales objectives and marketing strategy.
- Conduct market research and analysis to identify consumer insights and media trends.
- Oversee media partnerships and collaborations to enhance brand presence.
- Support client service, create deliverables and content for clients to meet investors.
- Provide ongoing training responsibilities for the junior team.

#### OPERATIONS | JANUARY 2022 – APRIL 2022

- Assisted human resources with recruitment activities.
- Quality control and team leader.
- Prospected potential international clients and scheduled meetings.
- Drafted and produced analytical reports on agents, projects, clients, and the company.

#### BUSINESS DEVELOPMENT SPECIALIST | SEPTEMBER 2021 – JANUARY 2022

- Managed a large amount of inbound and outbound calls and emails.
- Identified customer needs, clarified information, and provided solutions.

### JULY 2019 – JANUARY 2021

LANCASTER EDEN BAY, *5\* Hotel and Resort*

#### CUSTOMER SERVICE and GUEST RELATIONS REPRESENTATIVE

- Checked in and out guests, settled bills through credit card or cash transactions.
- Made reservations, encouraged up-selling, and coordinated between other departments.
- Handled all guest comments and complaints and took necessary actions.
- Inspected rooms, and liaised with housekeeping, room service, and reception on room status and amenities preparation.

## **JANUARY 2019 – JULY 2019**

MIDDLE EAST AND AFRICA TRADING ORGANIZATION, *Medical Equipment Company*

### **CEO EXECUTIVE ASSISTANT**

- Designed banners and flyers and helped review marketing strategies.
- Dealt with staff and carried out different duties as directed by the CEO.
- Responsible for incoming and outgoing correspondence.
- Attended medical exhibitions and helped in organizing them.

## **OCTOBER 2018 – JANUARY 2019**

BEIRUT EAST GATE, *Commercial and Residential Complex*

### **SALES AND ADMINISTRATIVE ASSISTANT**

- Created banners and social media ads to improve the company's market image.
- Worked on methods to improve the filing system.
- Daily upcoming tasks as requested by the CEO, accounting, and engineering department.
- Initiated calls with interested prospects, and prepared materials for the sales process.

## **EDUCATION**

**BACHELOR'S IN PUBLIC RELATIONS & ADVERTISING**, LEBANESE UNIVERSITY, 2018

Graduated with Honors, GPA 74/100.

## **CERTIFICATES**

- |  |   |
|--|---|
| • <b>IE BUSINESS SCHOOL (MOOC)</b><br>Integrated Marketing Communications    | • <b>IMPACT BBDO</b><br>How to Get Ahead in Advertising |
| • <b>UNIVERSITY OF CALIFORNIA (MOOC)</b><br>Initiating and Planning Projects | • <b>SADER LAW FIRM</b><br>Intellectual Property        |
| • <b>GOOGLE DIGITAL GARAGE</b><br>The fundamentals of Digital Marketing      | • <b>BERYTECH</b><br>The Art of Pitching                |
| • <b>VANGUARDS</b><br>Return on Marketing Investment                         | • <b>J. WALTER THOMPSON</b><br>Public Speaking          |

## **LANGUAGES**

- |                           |                             |
|---------------------------|-----------------------------|
| • <b>ARABIC – NATIVE</b>  | • <b>FRENCH – FLUENT</b>    |
| • <b>ENGLISH – FLUENT</b> | • <b>SPANISH - BEGINNER</b> |