



Alaa Ezzeddin

Aspiring Consumer Marketer, with a passion for strategy, promotions, and sales management.

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Summary

Results-oriented individual able to deliver high quality performance as a result of the strong interpersonal and excellent communication skills I have; and most important the ability to build, and foster a mutually beneficial relationships with new clients, while at the same time keeping a fruitful relationships with existing ones. Enthusiastic to join a regarded company, contributing in its worldwide growth and making a positive impact.

Work experience

July 2019 - September 2019

Account Executive - North Region

AMG Medical Solution

- Visited pharmacies on daily basis .
- located new customers and promoted the company's products .
- Serviced the existing accounts, rebuilt relations with old clients, handled money collections .
- Established new accounts by planning and organizing daily work schedule .
- Provided product information and delivered product samples .
- Gathered customer's feedback and requirements .
- Monitored competition by gathering marketplace information on pricing, new products, and branding...
- Handled and solved problems with clients .

November 2018 - June 2019

Account Manager

MEPTICO SAL

- Started a new channel " Dieticians Channel " -

Responsible of introducing and spreading awareness about the company's new Light Category .

- Targeting and visiting specific customers like ; Dietitians, Hospitals / Clinics, Healthy Food Stores / Diet Shops, Catering Centres / Restaurants and Fitness Centres .
- Setting meetings with clients .
- Promoting and increasing sales .
- Collecting customers' data and generating leads that eventually resulted in building an effective Customer Data-Base .
- Attracting and converting strangers and prospects into individuals who have high interest in the company's products and services .
- Collaborating with clients on events, workshops, and handling different marketing activities .
- Representing the company in important events like Catalysts,Tripoli Expo, and more .

August 2018 - October 2018

Pharmacies Channel Prospector

MEPTICO SAL

A " Temporary Contract " with a period of 6 months . Project was introducing a new product to the pharmacies channel . Was able to finalize it in 2 months only .

- Visited pharmacies on daily basis .
- located new customers and promoted the company's products .
- Serviced the existing accounts .
- Established new accounts by planning and organizing daily work schedule .
- Gathered customer's feedback and requirements .
- Handled and solved problems with clients .
- Negotiated with customers the quality of products in order to increase sales .

February 2017 - September 2017

Marketing Representative

Major Events Media

Selling company's services that are offered as a marketing tool for the client during high profile international - prestigious events — Cannes Film Festival, Cannes Boat Show —

- Generated and qualified leads from cold calling .
- Prepared for every event by having a full understanding of the event; lead sourcing for new clients; doing researches about the client before contacting in order to have the right angle when approaching the client .
- Reached out to potential and existing clients(data base) over the phone .
- Managed, tracked and followed up on leads.

- Conducted sales presentations, having provided a website link for the client to have a better understanding and a precise visual image of the service offered .
- Closed deals through the phone .
- Provided after sales services, and ensuring the fulfilment of client's satisfaction, by offering a positive experience in order to build a strong solid relation built on trust.
- Met assigned sales performance, and achieved event's discussed target.

January 2015 - January 2017

Salesperson – Promoted To Main Cashier

Azadea Group Holding SAL

Represented the company's and brand image in a professional manner, reflecting positively on the company by greeting customers entering the store, helping them with a great warm and welcoming attitude. As a main cashier other main tasks were to operate cash register as and when necessary – mainly all day– .

- Checked daily check accounts.
- Maintained clean, tidy and an organized checkout area .
- Handled cash transactions – received payments by cash, cheque, credit card.
- Provided training and assistance to new joining cashiers .
- Guided and solved customers queries and complaints .
- Dealt pleasantly with customers in order to ensure maximum satisfaction is achieved .
- Made sales referrals, cross-sold products and introduced new ones using Cross / Up selling techniques.

January 2014 - December 2014

Personal Assistant – Supervisor

Ferri Co.

Assisted president / Senior Shareholder by utilizing time management skills to allow executive to focus on day-to-day operations.

- Efficiently managed telephone calls, emails and collected/ sort mail .
- Provided employees with directions and background information on service .
- Monitoring staff's attendance, and work quality .
- Screened and prioritized incoming requests, directing to appropriate departments as needed; personally addressed issues, concerns and resolved problems .
- Increased sales by negotiating contracts, offering outstanding services to customers, and providing followup along with after - sale services .
- Contacting suppliers through emails, phone calls and direct inperson interaction .
- Other Administrative responsibilities: Answered calls, prepared and maintained all paper work, kept reports and files, set schedules, organized meetings, etc .
- Core skills acquired; adaptability, planning and organizing, and good communication skills .

Education

October 2015 - Feb 2019

Bachelor Degree

Lebanese International University

Major : International Business

Marketing And Advertising

Highlights And Skills

- Enthusiastic, a self starter, team player and a goal oriented individual.
- Customer focused with excellent negotiable, persuasive and selling techniques.
- Pro efficient at client retention, working with existing clients and online reach out .
- Strong aptitude to manage all assigned tasks with attention, dedication and persistence.
- Can effectively operate in a fast-paced environment, work under pressure, and deliver a high quality- work/results.
- Marketing activities management such as; creation and content distribution via multiple means; posting and boosting adds.
- Excellent writing, editing (photo/video/text), presentation and communication skills.
- Wide knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- Experienced in lead sourcing, cold calling, planning approaches and pitches.
- Strong ability in identifying potential prospects, building new client relationships to have an increase in sales, enhancing the business.
- Handle objections by clarifying, re-emphasizing Offers/ advantages/ agreements; working from different angles and through differences.
- Problem solver with a positive approach.
- IT Skills: Microsoft Windows, Server (Excel; Office; PowerPoint; Outlook); CRM System; Outstanding Typing Skills (WPM: 90)

Languages

- Arabic: Native, mother tongue language
- English: Fluent, professional knowledge

Certifications

- Customer service program
- Exceptional Customer Service Program
- Communication Skills Program
- Product Knowledge Program