

# Sarah Chafei

## Business - Marketing

Seeking a strategy-based position in a dynamic work environment, where I can utilize my abilities in business planning and marketing. I gained international experience through working with global teams from different backgrounds and industries. Passionate about growing businesses, revenues and finding solutions to gaps. I self-financed my startup through saving fixed percentages from my several income channels, where I was able to execute a brand from scratch. Able to multi-task as I worked an internship, part-time, freelance, managed my brand; all while studying at university.

✉ sarahchafei14@gmail.com

📞 +96181690978

📍 Beirut | Nationality: German

🌐 [linkedin.com/in/sarahchafei](https://www.linkedin.com/in/sarahchafei)

## WORK EXPERIENCE

### Founder SARAI Scarves

02/2020 - Present

A clothing startup targeting a niche market of empowered women who seek to personally brand themselves on a high note

#### Achievements/Responsibilities

- Self-financed my startup through several income channels and securing sales that covered beyond break-even since the first collection
- Searched and closed deals with several suppliers, cutting semi-annual supply costs by 30% by negotiating supplier deals
- Micro & Macro-managing all business activities: accounting, branding & marketing, product development and design, art direction, sales & customer service

### Marketing Strategist & Copywriter Freelancer

01/2019 - Present

Beirut, Remote

Some clients include: Prescient Business UK, MATIC App, Shaer Extensions, Esrar Consultancy, BHive Co-working Space/Coffee Shop, Build & Brand You, Chicland Online Mall Kuwait, etc.

#### Achievements/Responsibilities

- Providing a full marketing and branding strategy for businesses globally through collaborating with international teams and developing a deep understanding of several industries
- Composing content calendars for the clients' online platforms to achieve the business' goals (generating leads, brand awareness, etc.)
- Writing SEO-friendly blog posts, company profiles, websites content, and more; while aligning with the design team on the best design solutions that suit the branding

### Marketing Leader Intern Wespeq

09/2020 - 01/2021

Startup based in Sweden - Remote

A SaaS startup within communication management that analyzes and optimizes meetings' dynamics in companies

#### Achievements/Responsibilities

- Lead and managed a team of 3 in the marketing department: a website developer, a graphic designer, and a social media assistant
- Created the marketing and branding strategy for Wespeq through utilizing data in the tech industry
- Assisted the business development team to collect data from our target audience through implementing marketing tactics in their efforts

## SKILLS

Digital Marketing

Customer Service

Sales

Branding

Graphic Design/Adobe

Social Media Marketing

Content Creation

Copywriting

MS Office

Trilingual

SAP

ERP

Project Management

Team Management

CRM

## CERTIFICATIONS & TRAININGS

SAP Dual Program Training (12/2020 - 12/2020)

- SAP S/4HANA Cloud Modules complete ERP solution for core business processes in finance, sourcing, procurement, manufacturing, sales, supply chain, and project management.

Google Certification in Digital Marketing (Maharatmin Google) (09/2019)

Hubspot Inbound Marketing (05/2020)

CiTi IRB Exempt Research (03/2020)

Graphic Design (05/2018)

- Adobe Photoshop, Illustrator, InDesign

## COMMUNITY SERVICE

MMKN NGO (10/2020 - 12/2020)

Provided education and support for underprivileged students

Fair Trade NGO (01/2016 - 02/2016)

Assisted in managing a fundraising lunch

Lebanese Scouts Association (LSA)  
(01/2008 - 01/2016)

Gained leadership, communication and team-work skills

## LANGUAGES

English

Native or Bilingual Proficiency

Arabic

Native or Bilingual Proficiency

German

Elementary Proficiency

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## WORK EXPERIENCE (PREVIOUS)

### Brand Strategist Vibelab

06/2019 - 02/2020

Agency based in Riyadh - Secondary  
Branch in Beirut

A service agency specializing in branding, graphic designing, marketing needs, web design, advertisement, social media, and event management.

#### Achievements/Responsibilities

- Revamped brands through pitching the trendiest ideas for the branding strategies of several clients' businesses according to their needs
- Created monthly content calendars and aligned with the graphic designers to deliver scheduled posts on the clients' social media platforms
- Assisted in copywriting and digital marketing activities

### Sales Associate Salim Azzam

09/2018 - 03/2019

Beirut, Lebanon - Beirut Souks

Salim Azzam is a luxury fashion designer on a mission to honour authentic embroidery techniques, storytelling and the women behind them by keeping the craft alive within his designs.

#### Achievements/Responsibilities

- Managed the shop's indoor and international sales, operated opening & closing hours and cash transactions, maintained the shop's order, and was responsible for reporting & data entry
- Introduced the brand to new customers through possessing superior knowledge of the brand and the products
- Provided outstanding customer experience
- Hit and exceeded sales KPIs, managed to sell first time walk-in customers through raising brand awareness about Salim Azzam's mission

## INTERESTS

Personal Blogging

Fashion Design

Startups

Photography

Hiking

Philosophy

## EDUCATION

### B.S. in Business - Marketing Lebanese American University (LAU)

01/2019 - 12/2020

Graduated with Honors (GPA 3.38)

#### Reference

- Dr. Zahy Ramadan, Associate  
Professor of Marketing.  
Contact:  
[zahy.ramadan@lau.edu.lb](mailto:zahy.ramadan@lau.edu.lb)