

Adham Salha
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Date of Birth: 22/07/1991

Nationality: Lebanese

Gender: Male

Marital Status: Single



Experience:

Beirut Waterfront Development SAL Le-Yacht Club Beirut (January/2020 – February/2021)

- **Head of Member Services**

- Recruiting new members in according with the club's distinguished mission
- Customizing relevant membership deals and promotions and managing the application approval process
- Monitoring and maintaining membership data base
- Developing and implementing CRM policies and measures
- Handling customers complaints and comments
- Publishing monthly and annual reports on membership status
- Developing and managing membership recruitment efforts with the assistance of the marketing team
- Coordinating with the sales and marketing department on clients profile database
- Managing CRM communication campaigns and implementing communication strategies provided by the marketing department
- Developing processes for regularly identifying member needs
- Developing and managing process for member feedback on programs and services
- Managing the development and production of services created for members
- Representing Le Yacht Club – Beirut in local and international exhibitions

Beirut Waterfront Development SAL Le-Yacht Club Beirut (June/2018 – December/2019)

- **Sales and Marketing Analyst – Sales and Marketing Department**

- Achieving objectives through effective planning, setting sales goals, analyzing data on past performance, and projecting future performance
- Developing sales and marketing tools to reach target
- Collecting, analyzing, and reporting sales data, strategies and customer interest
- Researching and implementing marketing tools to support promotional projects and social media scheduling
- Measuring the effectiveness of communication strategies
- Coordinating corporate and private events with attention to financial and time constraints with managing all events' operation
- Sourcing and negotiating with vendors and suppliers

Beirut Waterfront Development SAL Le-Yacht Club Beirut (February/2016 - June/2018)

- **Public Relations – Communication Department.**

- Organizing presentations and contracts for sponsors and promoters
- Contribute in the public relations strategy
- Producing members' monthly newsletter
- Creating various communication content from press releases to social media captions keeping them up-to-date and accessible to Media
- Providing answers for surveys and inquiries from Media

Beirut Waterfront Development SAL Le-Yacht Club Beirut (March/2014 - February/2016)

- **Front desk agent- reception**
 - Managing reservations and all check-in and check-out tasks
 - Informing customers about payment methods and verifying their credit card data
 - Registering guests collecting necessary information
 - Providing information about our hotel, available rooms, rates and amenities
 - Coordinating with the housekeeping staff to ensure all rooms are clean, tidy and fully-furnished to accommodate guests' needs

Luxury Clothing Company- Rodeo Drive (February 2013-September/2013)

- **Cashier**
 - Welcoming customers, answering inquiries and giving recommendations
 - Balancing the cash register and generating reports for credit and debit sales
 - Accepting payments, ensuring all prices and quantities are accurate
 - Processing refunds and exchanges, resolving complaints
 - Following all store procedures regarding coupons, gift cards, or the purchase of specific items

Spa-Phoenicia Inter-Continental Hotel (august/2010-january/2012)

- **Guest relations agent, Reception**
 - Meeting and Greeting customers
 - Handling phone calls and appointment reservations
 - Guaranteeing guest satisfaction and providing professional 5 stars services

Education:

- **Notre Dame University (NDU)**
Master's Degree in Electronic Journalism & Public Relations (Expected 2022)
- **American University of Science and Technology (AUST)**
Bachelor's Degree in Communication Arts Public Relations (2016)
- **Lebanese Bachelor Bac II.**
Socio-economics

Certifications:

- ICDL Digital Marketing
- Google Digital Garage
- Google Sales Certification

Technical Skills:

- Microsoft Windows XP, Microsoft Office XP (Word, Excel, PowerPoint)
- Adobe Photoshop
- Languages: Fluent in English and Arabic (Speaking, Reading, Writing)

Achievements:

- Member of Le Yacht Club – Beirut crisis management team after the Beirut Port explosion
- Beirut Waterfront Development Success Story – starting with the opening team and being promoted to managerial level
- Redesigning the brochures of Le Yacht Club – Beirut
- Creating a new category of membership that was called overseas membership with a special discounted rate.
- Creating a Corporate Suites Rate that was dedicated to companies located in the neighborhood of Le Yacht Club – Beirut that allows them to book the suites with a special rate.
- Planning a public relations campaign for my senior project that helped transgender people in Lebanon to be able to correct their gender on legal documents and identity cards

Reference:

- Elie Njeim – CEO at Beirut Waterfront Development SAL
Phone number: 00 961 3 494576 Email: enjeim@bwdsal.com
- Reina Rady – Club's Manager at Le Yacht Club - Beirut
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