

Alaa Safwan

Researcher, Entrepreneurship & Innovation, Marketing, CRM & PR Expert

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 Lebanese

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 Profile Link [here](#)

SUMMARY

Highly motivated sales and customer service professional with 10+ experience in providing expertise in strategic lead generation, sales presentations, effective liaising, enterprise sales strategy, and creative marketing. Sales and marketing manager with a consistent record of converting sales prospects into loyal, satisfied clients and building a network of referrals to increase sales. Marketing specialist, allowing companies to be well-known and reaching competitive edge in the market through marketing campaigns and social media.

PROFESSIONAL EXPERIENCE

Oct 2020 – Present | Market Analyst, Sales, and PR Manager

Cherpa SAL / eFlow Education, Beirut Digital District, Beirut, Lebanon

- Develop, implement, and evaluate marketing initiatives to boost branding and sales.
- Conducted primary market research through in-person interviews with over 50 schools principals
- Increased customer satisfaction from 80% to 95%
- Conducted in-depth analyses of competitors and +20 end-markets
- Created SM strategic plan, and managed SM platforms
- Cold-called 20+ potential clients daily, with a closing rate of 5% to 15%
- Improved product sales for the portfolio managed, and increased profit

Oct 2020 – Present | Business & Marketing Consultant - Volunteer

Royal Science & Technology Park, Eswatini, Southern Africa

- Built a solid business plan and a sustainable marketing strategy
- Provided online coaching, mentoring, & immediate troubleshooting support to a team composed of 10+ field expert
- Had a Webinar speech about Entrepreneurship & Innovation for 50+ entrepreneurs and start-up owners

May 2020 – Sep 2020 | Innovation Project Lead

Beirut AI, Beirut, Lebanon

- Built a solid Hackathon plan
- Created a survey and distributed among students-who have ideas for a start-up- among different universities in Lebanon
- Managed the Marketing department

Feb 2020 – April 2020 | Sales & Marketing Manager

Innovating Green Technology, Beirut, Lebanon

- Built a solid 2-month Marketing plan
- Submitted 3 proposals about Green Technology & Wastewater solutions

Feb 2016 – Jan 2019 | Innovation Project Manager

National Association for Science & Research, Beirut, Lebanon

- Built surveys and distributed them among entrepreneurs/start-up owners
- Science fair coordinator
- Public Relations Director & Lebanese Team Companion while abroad

Feb 2010 – Jan 2016 | Floor Manager

Al Amir COOP, Beirut, Lebanon

- Managed Customer Service
- Managed Ground Floor Employees

Feb 2008 – Jan 2010 | Retail Sales Representative

Sarah Boutique, Beirut, Lebanon

- Managed Customer Service: Assisted customers with purchase by identifying their needs, showing merchandise, receiving payment, recording sales, and wrapping their purchases

Education

2021| Master of Research in Business Administration - Management & Marketing

Lebanese University, Faculty of Business Administration, First Branch, Beirut, Lebanon

2018| Bachelor's Degree in Business Administration

Lebanese University, Faculty of Business Administration, First Branch, Beirut, Lebanon

Language Proficiency

- Mother Tongue: Arabic
- Foreign Language: English: Fluent in Listening, Speaking, and Writing

NOTABLE CERTIFICATIONS

- Online Marketing Foundation - LinkedIn
- Customer Service Foundation - LinkedIn
- Certificate of Completion – SEO for Beginners – YOUT
- Certificate of Completion – The Fundamentals of Digital Marketing – Google Digital Garage
- Leader Team Maker Certificate - Association of Portuguese Inventors Innovators and Creative People
- Internship Certificate - Central Bank of Lebanon
- Internship Certificate – FransaBank
- Internship Certificate - Audi Bank
- Certificate of Participation - She's Entrepreneur Event
- Certificate of Excellence - Bachelor's Level, Faculty of Economics & Business Administration, Lebanese University

Honors & Awards

- Special Award for Contribution to Innovation (International Invention Fair of Middle East) IIFME 2019

Digital Skills

- Excellent in MS Office Programs
- Excellent in building surveys, Using SPSS Software, Mail Chimp, Creating Campaigns and Developing Newsletters

Other Skills

- **Communication:** Strong communication skills with an ability to present ideas confidently
- **Problem Solving:** Talent for finding innovative solutions to complex problems
- **Resilience:** Skilled in stress management with an ability to handle difficult situations
- **Creativity:** Entrepreneurial spirit with a passion for novelty, research, and design thinking