



Sobhi Abou Ghali

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OBJECTIVE

A motivated, adaptable and responsible Business graduate seeking a position in marketing which will utilize the professional and technical skills developed through experiences in this field. I have a methodical, customer-focused approach to work and a strong drive to see things through to completion. Working with teams to meet the deadlines and deliver creative projects to enhance my experience is my ambition.

EDUCATION

Lebanese American University (LAU), Beirut, Lebanon

August 2018 – December 2023

Bachelor of Science in Business

Emphasis: Hospitality and Marketing.

Beirut Baptist School, Beirut, Lebanon

September 2003- May 2018

Lebanese Baccalaureate with Good Standing.

Hubspot Academy

- Inbound Marketing
- Social Media Marketing
- Email Marketing
- Digital Marketing
- Digital Advertising
- Content Marketing
- SEO

EXPERIENCE

Ostaz (Synkers FZ-LLC), Dubai, UAE

February 2024 - Present

Position held: **CRM Specialist**

Ostaz, is the number One leading online private tutoring platform. Ostaz is dedicated to transforming education globally by connecting students with top-tier educators through innovative technology. In my role, as a CRM Specialist, I ensure seamless communication and

satisfaction for our valued users, contributing to the mission of providing personalized learning experiences for students worldwide.

Customer Acquisition and Sales:

- Receive and verify customer tutor requests through website/App, ensuring completeness and accuracy.
- Create and maintain customer profiles, updating lead status/progress.
- Initiate personalized contact with customers via phone, introducing myself.
- Gather detailed information on tutoring needs, preferences, and budget.
- Dispatch job requests to tutors on the app or reach out to suitable tutors directly.
- Provide information on available tutors and services, matching customer needs.
- Schedule trial lessons and coordinate availability between customer and teacher.
- Create customized pre-paid packages based on customer needs and budget.
- Send package quotes and detailed proposals via WhatsApp.
- Facilitate customer account creation on the app and provide login credentials.
- Generate payment links and assist with payment collection or options.
- Close sales deals and provide lesson space links to student and tutor.

CRM: Customer Retention:

- Initiate follow-up calls.
- Address customer questions and provide necessary information.
- Manage concerns, feedback, or issues during tutoring sessions.
- Maintain consistent communication to build trust.
- Follow up before package expiration or consumption to renew.
- Send promotions and offers to encourage further engagement.
- Work on cross-selling additional subjects or services.

York Press (Sayegh Group), Beirut, Lebanon
2024

October 2023- January

Position held: **Sales Representative**

York is a well know company that provides International and Local Educational services and programs. My job was to meet customers and sell them the books made by York and Pearson.

- Providing information to customers (schools and universities) about new books made by York and Pearson.
- Present Launching Projects and new curricula at the conferences Infront of ministries.
- Listening to customer complaints/disputes and assisting in resolving them.
- Monitoring sales performance.
- Keeping a record of calls and relevant details.
- Keep track with other members abroad in the other countries.
- Maintained customer satisfaction and build loyalty by following up with my customers and ask them about their experience with the company.

Ghali Printing Center, Beirut, Lebanon

January 2018 – June 2023

Position held: **Head Of Marketing And Sales Department**

Ghali Printing Center serves a wide range of printing services and office supplies. We keep on giving keen focus on quality project management and efficient customer support and aim at meeting the deadlines. Trying to add my marketing skills to improve sales and services with new logics and innovations

- Maintained organized, presentable merchandise to drive continuous sales.
 - Organized racks and shelves to maintain store visual appeal, engage customers, and promote merchandise.
 - Evaluated inventory and delivery needs, optimizing strategies to meet customer demands.
 - Analyzed and processed returns, assisting customers with finding alternative merchandise to meet needs.
 - Provided the highest quality customer service, responding to inquiries and offering advice when selling a product.
 - Increased followers on social media platforms to increase the engagement rates proportionally.
 - Created daily updates on social media, promoting services and attracting followers and inquiries.
 - Initiated social media accounts, ensuring a recognizable branding and visual appeal, instigating frequent updates with a range of interesting facts, memorable posts, and eye-catching pictures.
 - Managed a budget, ensuring all spend is accounted for and best prices are negotiated
 - Monitors trends in customer and competitor behavior.
 - Participated fully in team activities designing by giving my creative slogans and ideas.
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- Devised and delivered a range of marketing campaigns to drive up business and increase the client base, including online social media (SM) as well as traditional releases and adverts.
 - Identified potential leads, contacting directly to persuasively promote company services

Englease.com, UAE, Abu Dhabi
Position held: **Telesales**

February 2022.- May 2022

Englease.com is a company that offers online courses targeting anyone from beginners with little to no knowledge of the language to advanced learners looking to enhance their existing English. I tried to get customers and meet my target by persuading them and informing them more about the company and its mission

- Worked remotely on taking calls in and outside the country to reach customers
- Tried to get customers by building trust and telling them about the CDP certificate
- Aimed to build repeat business through excellent customer relations.
- Organized my calls by leads

LAU Student Affairs, Beirut, Lebanon
Position held: **Office Assistant**

Jan 2019.- May 2020

- Managed university clubs' financial accounts.
- Scheduled meetings for the professors in my section and helped students with their questions on the clubs

EXTRACURRICULAR ACTIVITIES

- Attended a workshop related to customer clustering and data preparation delivered by Dr. Walid El Khazen (November 2020)
- Volunteered as a web-development team member at Cross-talk in civic engagement course at LAU (January 2021).

- Participated in two-day workshop about First Aid program organized by the Lebanese Red Cross (March 2017).
- Participated in two-month work to help the citizens in Gemmayze(a street in Beirut) who got affected by the Port Explosion in August 4 2020. (August 2020)

Projects

Marketing Projects

February 2021 ,September 2021,January 2022

- **University Project:** I did an Interview with Livon Partners and presented it in front of a jury at LAU which was a very good experience in marketing the company as a business in front of a lot of people. This made me gain self confidence and experience in talking and presenting in front a huge number of people.
- **Business Project 1:** Worked on Social media posts and content creation for the business profile (@ghaliprinting) on different platforms website, Instagram, Facebook, WhatsApp, Etc... And I made the Boosting according to my research and analysis without getting fake or unreal reaches. I created the content and gave it to the designer to create the post and checked for copywriting before posting.
- **Business Project 2:** Huge marketing campaign for a sportswear for men based in Lebanon called CrossFit where I managed the marketing department as a startup and boosted the business on social media and organized my content and posts. I created videos and real photos as well to post. Other than social media, I printed brochures for the shop and distributed them in many streets targeting sporty people and places. This campaign was a full marketing campaign because it involved all ways of marketing; the old one which included salesmen see-to-buy and the new one which is based on social media and digital platforms

AI Generated Solution

December 2020

- Introduced an AI-generated solution which helps Career Management Services at LAU tackle the supply and demand problem by reducing the number of unnecessary appointments and answering all frequently asked questions (Chat bot). I worked on data collection, data cleaning, feature selection and feature extraction, creation of a QnA knowledge base, and data analysis.

Summary Skills

- **Computer Skills: Proficient in Microsoft Word, Excel, PowerPoint, Adobe illustrator**
- **Competencies:** Team Leadership, Communication, Team building, Time Management, Public Relations, Creativity in ideas and Problem-Solving
- **Languages:** Fluent in English and Arabic (Reading, Speaking, and Writing)