

Jennifer Dahab

✉ Jennydahab@gmail.com in LinkedIn ☎ + 961 71 086 614

Professional Experience

Onboarding and Sales Enablement Manager, Markarie Inc

08.2021 – 03.2022

USA

- Optimizing the onboarding process within the first weeks, by increasing the efficiency, revamping the presentations, and streamlining the process.
- Preparing content, structure, and design guidelines for sales collateral (demo deck, proposal templates, B2B case studies...).
- Managing and single-handedly drafting LinkedIn and email sales content for ~28 clients for three months as we locate new content writers.
- Leading the PSR training for the business coaches and drafting/optimizing the curriculum.
- Closing two deals in December (my first month of handling inbound leads), and three deals from February to March from the lead generation campaign using the CEO's profile. These deals introduced opportunities in new markets.
- Building the sales pipeline and tracking it (MQL, SQL, Closed Deals...) on HubSpot, streamlining the process to other team members, and getting certified to leverage all the relevant HubSpot features.

Creative Director, Markarie Inc

05.2020 – 08.2021

USA

- Leading a team of three content writers and one senior graphic designer.
- Managing the company and the CEO's identity elements (website creation, social media handles, messaging,...).
- Developing and owning a "Personal Sales Responder" (PSR) unit, getting 40% of the clients to adopt the service. The service increased the number of clients booked meetings by 30%-100% and eventually contributed to the company's revenue.
- Maintaining an average of 50-70% email open rate for B2B campaigns.
- Acquiring the clients' trust made me their preferred point of contact, this led to a promotion from Creative Director to Launching and Sales Enablement Manager for better use of my skill-sets.

Team Leader and Business Coach, Markarie Inc

02.2020 – 05.2020

USA

- Leading a team of business coaches and overseeing five client campaigns.
- Streamlining the drip request process, at that time we had four business coaches and seven clients.
- Designing a new service (PSR) and later training all the business coaches to implement it.
- Managing my own campaign (data collection, sales messaging, client communication)

Volunteering

Institute of Certified Franchise Executives (ICFE)

05.2020 – 03.2022
USA

- Leading - along with Markarie’s CEO - the marketing committee of the Institute of Certified Franchise Executives™ (ICFE) which involved the following:
- Managing the ICFE marketing-related tasks of 6 C-Suite executives.
- Leading an acquisition campaign that led to adding more than \$5,000+ in terms of revenue in a month.
- Leading the distribution and implementation of the NPS (Net Promoter Score) surveys to get a pulse on the ICFE program from the point of view of four personas.
- Conducting a market research plan to quantify the NPS surveys, and build an actionable strategy.

Certificates

- Foundations of Project Management (Google) [↗](#)
- Data-Driven Decision Making (PwC) [↗](#)
- HubSpot Sales Software (HubSpot) [↗](#)
- Data Science Orientation (IBM) [↗](#)
- Problem Solving with Excel (PwC) [↗](#)
- Tools for Data Science (IBM)

Education

Bachelor’s Degree in Medical Lab Sciences, University of Balamand

09.2017 – 07.2021

Certified Franchise Executive, Institute of Certified Franchise Executives (ICFE) [↗](#)

present

Interest

- Avid reader and philosophile, creative and passionate writer.
- Tech enthusiast and curious learner.

Languages

English	● ● ● ● ●	Arabic	● ● ● ● ●
French	● ● ● ● ●	German	● ● ● ● ●

Skills

Microsoft Office	● ● ● ● ●	Illustrator	● ● ● ● ●
Wordpress	● ● ● ● ●	CRM (HubSpot, VBOU, FranConnect, SharpSpring)	● ● ● ● ●
Content Writing	● ● ● ● ●	Semrush	● ● ● ● ●
SEO	● ● ● ● ●	Mailchimp	● ● ● ● ●
Lucidchart	● ● ● ● ●	Lead Collection (SalesQL, Sales Navigator)	● ● ● ● ●