

LEA KFOURY AJOURY



PERSONAL INFORMATION

Residence: Jeita - Lebanon
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E-mail: leakfoury.lk@gmail.com
Date of birth: June 29, 1988
Nationality: Lebanese
Marital status: Married

WORK EXPERIENCES

July 2021-Present: BGroove Public Health

Deputy Manager

- Leading a team of 15 employees
- Develop marketing and communication plans
- Work on a business development plans
- Expand market share
- Manage sales operations
- Manage treatments' operations
- Control CRM and customer complaints
- Ensure Customer complaints resolution
- Improve customer service experience
- Create CRM loyalty solutions
- Follow up receivables, dues and collection
- Follow up on all ISO documents and calculate ISO ratios
- Setting sales plans and strategies for the department and following on achievements
- Identify sales trends to compete in the marketplace
- Organize sales analysis reports per sales person and per service
- Prepare accurate reports to track Company's monthly target and performance
- Prepare accurate reports to track Customer satisfaction and company's gaps
- Daily Follow up on Team members sales volumes
- Field audits
- Handling key accounts contracts and sales deals

January 2019-December 2020: Benta Trading***Customer Service Specialist/ Sales Analyst***

- Manage CRM and customer complaints
- Customer complaints resolution
- Improve customer service experience
- Fill in ISO documents and calculate ISO ratios
- Setting targets for sales team and following on Achievements
- Identifying sales trends to compete in the marketplace
- Prepare accurate reports to track sales reps performance and selling items
- Daily Follow up on Team members sales volumes
- Empower low selling items
- Developing surveys and choosing efficient samples
- Field audits

December 2017-September 2018: The Bridge***Corporate Sales Specialist***

- Coaching and leading a team of 4 persons
- Setting sales plans and strategies for the department
- Manage CRM and customer complaints
- Handling key accounts
- Market Study on potential leads and business development
- Attend sales and field visits
- Follow up receivables, dues and collection
- Conducting business studies and surveys for all new outlets target segments
- Event planning and management

October 2016-November 2017: Bluefield Public Health***Sales and Marketing Specialist***

- Identifying potential sales prospects
- Manage CRM and customer complaints

- Monitoring and attaining monthly target
- Following up on customers' payments and dues
- Handling key accounts contracts and sales deals
- Developing marketing strategies
- Conduct market Study and statistics for business developement
- Attend sales and sites visits

May 2014-September 2016: Kaizen Real Estate

Marketing and communication Specialist

- Coaching and leading a team of 2 persons
- Preparing daily tasks and schedules for team members
- Market research for potential leads
- Manage CRM
- Developing marketing plans
- Coordinating with the agencies for designs and campaigns
- Business development strategies
- Sales and sites visits with clients

February 2013- May 2014: Flexible Packaging

Assistant GM

- Providing administrative support
- Initiating promotional ideas and marketing procedures (website, offers, ads...)
- Managing production process
- Handling key accounts contracts and sales deals
- Dealing with customers complaints

October 2011- August 2012: BBAC Bank of Beirut and the Arab Countries

Marketing officer

- Developing marketing plans and strategies
- Conduct market Study and statistics to develop the business
- Developing innovative financial and promotional products

- Event planning and execution

November 2009: Marketing training at “Sanita sal”

EDUCATION

2010- 2012: IPAC School of management- France

LCU- Antoura-Lebanon

Master in business administration- Marketing of services

2006-2010: LCU- Antoura- Lebanon

BA in business administration and marketing,

COMPUTER SKILLS:

- Microsoft Office

LANGUAGES:

- Advanced level competency in: Arabic, English and French

CERTIFICATES AND ACHIEVEMENTS

- Certificate in pest control knowledge and management- Unifert
- Make-up Artist Certificate- KStars Academy
- First prize in GEM Inno Awards, Orange Telecom- GRENOBLE- France
- Marketing Mania second prize, LCU-Lebanon.

HOBBIES

Sports, Diving, Hiking, Scouts