

Sarmad Al Ali

Administration | Operations | Business Development

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Nationality: Lebanese

Summary

An organized and efficient business developer with 3+ years of experience across different industries. Experienced leader, project manager with demonstrated ability to successfully and effectively manage business operations and administration to improve quality, enhance productivity and meet service level agreements. Career record reflects a customer-focused, proactive, goal-oriented and results-driven style that has been instrumental in helping businesses meet their solution objectives and significantly improve their key business metrics. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Business Developer – 03/2022 to Present

Fadlo Ailabouni Solutions LLC, Beirut, Lebanon

- Sales manager for different clients such as How About Beirut, Amani Art World, The Skin Doctors and Instagram influencer, Rebecca Yammine.
- Handle their full sales processes by prospecting for them depending on a detailed target audience profile through using google data insights, cold calling, setting appointments and leading meetings, negotiating and closing deals for thousands of dollars while compiling all the customer information on a CRM system (Hub spot)
- Identifying market opportunities through meetings, networking and other channels
- Meeting existing and potential clients and building positive relationships
- Liaising with colleagues to develop sales and marketing strategies.
- Preparing financial projections and sales targets

Project Coordinator & Animal Rescuer— 07/2020 to 12/2021

Animals Lebanon NGO, Beirut, Lebanon

- Hired as a project coordinator and animal rescuer after volunteering for 4 years due to efficiency, work ethic, organization, and enthusiasm.
- Assigned as a medical team leader for the caretaking of sick and injured animals while overseeing the welfare of all animals under the NGO by providing the highest standards of quality care and hygiene
- Lead and assist in various rescue projects for both domestic and wild animals in different regions in Lebanon in addition to submitting daily reports in several areas of operations to senior management.
- Responsible for keeping employees, volunteers, & community service workers on task during their shifts and delegating duties as needed.

Store Manager – 03/2018 to 07/2018

Rihab Music, Choueifat, Lebanon

- Manage the store while creating new music products such as mixes while also handling accounting and daily cash transactions
- Oversee sales and marketing processes by managing the shop's social media accounts while promoting different music products and tailoring them to every customer by attending to their requests and complaints
- Open and close the store, which includes counting cash drawers while collaborating with customer service team members to give exceptional service throughout the entire shopping and purchasing experience
- Accountable for increasing sales, units per transaction, transactions size and high levels of profitability in the store through adequate training, staffing, scheduling practices, and customer service

Education

Islamic Studies – 2018 - 2019

Global University, Beirut, Lebanon

Bachelor's degree in Computer Science – 2017 - 2018

Lebanese University, Beirut, Lebanon

Certified Project Manager – 2022 – 2023

Coursera, Google career certificates, Beirut, Lebanon

Certificates

Foundations of Digital Marketing – Google – 2023

Attracting and Engaging Customers – Google -- 2023

Foundations of Data Analytics – Google – 2023

Data Analytics questions – Google -- 2023

Project Planning – Google - 2023

Project Management Foundations– Google – 2023

Project Initiation– Google – 2023

Project Execution – Google – 2023

Project Management in the real world – Google – 2023

Agile Project Management – Google – 2023

Skills & Expertise

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|------------------------------------|-----------------------------------|
| • Leadership & Team Management | • Employee Coordination |
| • Communication & Negotiations | • Policies & Procedures |
| • Market Research | • Selling Techniques & Strategies |
| • Business Development | • Microsoft Office |
| • Problem-Solving | • Time Management |
| • Project Management | • Online Research and Marketing |
| • Customer Service | • Data Compilation and Analysis |
| • Customer Relationship Management | • Strategic Planning |
| • Operations Management | • Administrative Tasks |

Languages

Arabic: Native | **English:** Fluent | **French:** Basic