

ZAHRAA MALKANI

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SUMMARY STATEMENT

As a recent graduate with a Master's degree in Business Management from the Lebanese University, I am actively seeking a challenging position with a company that offers opportunities for growth and advancement. I am excited to utilize my potential and interpersonal communication skills in various areas such as sales, marketing and digital marketing. I am confident that my skills, coupled with my passion for the business world, will make a positive contribution to any organization. I look forward to the opportunity to demonstrate my abilities and dedication to your team.

EXPERIENCE

Smart source - April 2022 till April 2023
WFP(world food programme) operator

- Responding to inquiries: Responsible for answering questions and providing information to beneficiary who are seeking assistance from WFP
- Providing referrals: responsible for providing referrals to clients to access additional services or support outside of WFP
- Monitoring and evaluation: Responsible for monitoring and evaluating the effectiveness of WFP's call center operations, identifying areas for improvement, and providing feedback to management.
- Providing customer support: Responsible for resolving beneficiary issues, complaints, and concerns in a timely and efficient manner and assists them in identifying needs and simplifies the information required
- Data entry: Responsible for accurately capturing and recording all relevant data related to beneficiary interactions and ensuring that data is entered into the appropriate systems(like Sugar).
- Following standard operating procedures: The call center should be responsible for adhering to WFP's standard operating procedures and guidelines when managing client interactions.
- Forward any complaints or feedback that remain unresolved after the initial contact to the appropriate programme focal points

The marketing lab October 2017 till January 2019
Sales representative

- Actively engaged with customers to promote products and increase sales.
- Educated customers about the features and benefits of products to encourage purchases.
- Demonstrated product usage to customers and answered any questions they had.
- Maintained a clean and organized promotional area to attract customers and showcase products effectively.

EDUCATION

Lebanese University

2020 till Present - Master's degree in business management

Lebanese University

2017 till 2020 - Bachelor's degree in business management

SKILLS

- Communication
- Social media marketing
- Content marketing
- Customer Service
- Digital marketing
- Team work
- Sales

LANGUAGES

- Arabic
- French
- English

TOOLS AND TECHNOLOGIES

- Microsoft word
- Microsoft excel
- Microsoft powerpoint
- Social media experience

LEARNING AND DEVELOPMENT

- Assisted to "Be Your Own Boss" workshop, delivered by Centre Mine under the auspices of HECD program Funded by USAID
- Introduction to social media marketing by meta
- Social media management by meta
- Fundamentals of social media advertising by meta
- Advertising with meta by meta
- Measure and optimize social media marketing campaigns by meta

REFERENCES

Available upon request