




## CONTACT

-  Beirut, Lebanon
-  janachehab97@gmail.com
-  +961 81 657 567
-  /janachehab
-  27 June, 1997

## PERSONAL SKILLS

- Team building
- Communication
- Problem Solving
- Analytical thinking
- Creativity & innovation
- Detail-oriented

## SOFTWARE KNOWLEDGE

- Microsoft Office
- Google Suite
- HubSpot
- Klaviyo
- Vbout
- Click-up

## LANGUAGES

- Arabic - Native tongue
- English - Advanced & full knowledge (IELTS score: 7.5/9)

# JANA CHEHAB

## Senior Account Coordinator

## MORE ABOUT ME

As a Forensic Science graduate with 8 years of experience in Sales and Marketing, I bring a unique combination of scientific expertise and business acumen to the table. My background has equipped me with a strong understanding of the scientific method, critical thinking, and attention to detail. On the other hand, my extensive experience in sales and marketing has honed my communication, negotiation, and strategic thinking skills. Together, these qualities allow me to apply scientific principles to solve business challenges and create value for my clients.

## WORK EXPERIENCE

### Senior Account Coordinator

Markarie | 2023 - present

- Curate new services and processes to drive growth and innovation
- Implement systems that evaluate the quality and potential of leads
- Work closely with the technical and operation teams to identify key criteria for scoring and grading leads
- Leverage analytics to develop algorithms and models that provide actionable insights
- Develop strategies to enhance the user experience, optimize content for search engines, and increase consideration and conversions
- Seek new opportunities and collaborations to innovate and sustain a competitive edge
- Connect with prospects and partners in a personalized and effective way
- Launch targeted outreach campaigns to build relationships and generate leads
- Provide training sessions for the team on new service offerings

### Account Coordinator

Markarie | 2021 - 2022

- Develop clients' initial strategy in the onboarding stage
- Develop and launch lead generation campaigns with 1:1 business coaching
- Optimize LinkedIn campaigns based on strategic analysis
- Collect, pre-qualify, and nurture prospects
- Optimize KPIs by consistently analyzing and iterating the different campaign parameters
- Assist in customizing messages and social posting for clients
- Communicate and build rapport with clients on different channels
- Collaborate actively with clients to detect and resolve campaign bottlenecks
- Act as the client's personal sales responder by handling the back and forth with prospects and booking meetings
- Generate progress reports and research on a bi-weekly and monthly basis
- Resolve clients' complaints by evaluating and enhancing the campaign's different variables

### Enumerator

Makhzoumi Foundation - UNHCR | 2021

- Collect demographic, economic and housing data of refugees on the behalf of UNHCR
- Set and conduct interviews with respondents
- Record responses as instructed on the provided questionnaire
- Comply with the requirements necessary for conducting a successful interview
- Report the number of surveys collected and any unusual situations to the team leader on a daily basis
- Turn over all literature and materials used in the survey to the team leader
- Follow confidentiality and security procedures to ensure respondent privacy is protected

### Senior Bookseller

Halabi Bookshop | 2019 - 2021

- Offer book recommendations in-store and online
- Assess market demands and order new stock accordingly
- Develop social media strategies based on audience appeal
- Promote new releases, products, and collections on social media platforms and gather insights from channels such as Facebook and Instagram
- Liaise with publishers and local and international shipping companies
- Acquire and assess quotations from local and international suppliers

### Intern - Medical Laboratory Technologist

Centre d'Exploration Medicale Avancée | 2020

- Maintain and perform quality control testing of all laboratory media used for the growth and propagation of microorganisms
- Perform urine, sperm, vaginal, and puss bacterial cultures
- Perform and analyze antibiograms and analytical profile indices
- Undergo routine urine and stool analysis
- Test for occult blood and parasites in given samples
- Perform rapid drug tests and immunoassays to test for autoimmune diseases
- Determine blood groups and test for common disorders

### Sales Associate & Cashier

Alshaya Group | 2015 - 2019

- Greet customers and attend to their inquiries
- Perform visual merchandising tasks as per fashion guidelines and ongoing trends
- Handle all administrative duties such as budget plans, trade reports, and internal audits
- Drive customer loyalty and improve KPIs
- Operate the cash registers
- Manage financial transactions and balance cash drawers
- Provide training for new employees on the shop floor and cash wrap

## EDUCATION

### BS Clinical Laboratory Sciences with emphasis in Forensic Science

American University of Science and Technology | 2015 - 2019

- Dean's Honor List

### Baccalaureate II - Life Sciences

Al-Makassed High School | 2012 - 2015

---

## TRAININGS & SKILLS

- Forensic DNA and Serology
- Forensic Toxicology
- Forensic Chemistry
- Crime Scene Investigation
- Ballistics and Document Examination
- Fingerprint Development and Analysis
- DNA Enzymatic Digestion
- Bacterial Transformation
- STR Analysis - DNA Profiling
- Gel Electrophoresis - PCR
- Flame Ionization Detector
- LC-MS / GC-MS

---

## CERTIFICATES



- The Effect of Time on Rusted Firearm Identification
- Stability and Persistence of Touch DNA for Forensic Analysis



- Identifying and Certifying Deaths Due to Prescription and Illicit Drugs



- COVID-19 Contact Tracing
- Understanding Cancer Metastasis



- Introduction to Ecommerce In-bound Marketing



- Microsoft Office 365



- Learning LinkedIn Sales Navigator
- Communication Foundations
- Critical Thinking for Better Judgment and Decision-Making
- Sales: Handling Objections
- Sales: Closing Strategies
- Teamwork Foundations
- Master In-Demand Professional Soft Skills
- Developing Your Emotional Intelligence