

STEPHANY SAAB

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OBJECTIVE

To obtain a challenging position as a Marketing and Events consultant where my expertise in creating and implementing effective marketing strategies and plans can be utilized to help businesses achieve their goals and expectations

PROFESSIONAL EXPERIENCE

HeliumDoc Powered by Meddy (Remote Job) Content Operations Team Leader (November 2021 – Present)	Qatar Nigeria
<ul style="list-style-type: none">Collaborate with cross-functional teams to develop new product and service offeringsConduct market research and analyze data to identify key market trends and opportunitiesTrain and monitor new joiners on content operations skills, clients relationship management, and business performanceReduce onboarding time by 70% for new joinersCreate content guidelines to ensure all-around consistencyResearch and collect information about doctors and clinicsCheck the quality of the data on the website to ensure that information is accurate and up to date during the acquisition of MeddyMonitor doctors' reviews on the platformLaunch a new platform for customers services, ticketing, and reviews	
Benta Pharmaceutical Industries Marketing and Sales Specialist (August 2019 – November 2021)	Beirut, Lebanon
<ul style="list-style-type: none">Worked with clients to identify marketing goals and developed strategic marketing plans tailored to their business needsDeveloped and executed marketing plans for the company's products and services, including print and digital advertising campaigns, social media initiatives, and email marketing programsAssisted in planning events and congresses by coordinating requirements and establishing contractsOrganized and updated the sales team routingWorked on ERP System for sales reports, inventory, and client's receivables and approved/refused all pharmacies orders through the systemOrganized and archived all files and documents and provided new codes for new clientsPrepared in coordination with the field managers all necessary agreements and forms for travelsPrepared and updated the consolidated activities file and received tendersOversaw the development of marketing collateral and promotional materials	
Magenta Sal Group Promoting Account Manager (May 2017 – August 2018)	Beirut, Lebanon
<ul style="list-style-type: none">Provided ongoing consultation and support to clients to ensure the successful execution of marketing plansConducted post-campaign analysis and provided recommendations for future marketing initiativesCollaborated with clients to implant marketing plans, including the development of marketing collateral, digital campaigns, and other promotional materialsOperated as the least point of contact all the marketing campaigns and promotion activationsBuilt and maintained strong, long-lasting customer relationshipsManaged customer accounts and negotiated contracts and agreements to maximize profitsReported the status of active accountsPlanned and executed events for all kinds of promotion	
Handmade with Love, Online Concept Store Founder and Designer (December 2015 – April 2018)	Beirut, Lebanon
<ul style="list-style-type: none">Created a concept store specialized in handcrafting semi-jewelry and jewelry for men and womenHandled marketing responsibilities through social media, billboards, magazines, and TV interviewsParticipated in many high-end exhibitions ensuring sales increase and widening the networkEstablished top rankings in the market in a short time in terms of sales and exposureOversaw events setup, execution, and breakdownEnsured to plan a budget forecast for every exhibition to maintain same level of profits	
Publiscreen S.A.L. Senior Media Account Executive (June 2012 – November 2015)	Beirut, Lebanon
Galateo, Event Planning Company Senior Event Coordinator (November 2010 – June 2012)	Beirut, Lebanon
City Mall, BHV Customer Service Representative (June 2008– October 2010)	Beirut, Lebanon

EDUCATION

Notre Dame University B.A in Business Management, concentration Events Management	2009-2012
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ADDITIONAL INFORMATION

Languages: Arabic (Native) | English (Fluent) | French (Basic)

Computer skills: MS Office (PowerPoint, Excel, Word) | Outlook | ERP System | Pixel

Personal skills: Strong analytical & problem-solving skills | Project management and team leadership | Excellent eye for detail | Extremely productive in a high volume and high stress environment | Well organized, risk taker & multi-task professional

Accomplishment and Certificates

- Succeeded in becoming one of the well-known Lebanese designers in the jewelry fashion industry, with an intense appearance in many high-end exhibitions and fashion events
- Honored with a Certificate in "Leadership and Management" after attending online courses with "The Consultant Academy Lebanon"