

Laila El Zahabi

Beirut, Lebanon | <https://www.linkedin.com/in/laila-elzahabi/> | +961 78974946 | lailaelzahabi@gmail.com

SUMMARY

Proactive and detail-oriented professional with extensive experience in administrative support and marketing coordination. Proven ability to manage event preparation, internal communications, and data management. Adept at using CRM systems and marketing tools to enhance operational efficiency and support marketing strategies. Seeking to leverage expertise as an Admin/Marketing Assistant at Atria Solutions.

EDUCATION

Lebanese International University

Bachelor of Business Administration in International Business Management

Beirut, Lebanon

January 2024

WORK EXPERIENCE

Localyser, Online Reputation Management Software

Sales Development Representative

Remote

January 2022 - Present

- Executing successful marketing email campaigns, resulting in a 35% increase in lead generation and a 20% boost in overall sales.
- Achieving a 30% increase in qualified leads by effectively analyzing and interpreting data on potential clients.
- Conducting in-depth research on over 1000 clients in the Gulf region, resulting in a 25% higher conversion rate during initial engagements.
- Utilizing Maqsum cloud caller and HubSpot CRM to increase engagement rates by 50%.
- Securing demo calls for the sales team, achieving a 20% higher demo-to-sale conversion rate.

Business Umbrella-Recruitment, training & consulting

Recruitment & Consulting Assistant Manager

Remote

September 2021 – December 2021

- Conducted market research and analysis to determine proper recruiting techniques based on demographics and backgrounds.
- Prospected, processed, and hired over 30 qualified applicants over 1 month with a zero rate of loss.
- Created strategic recruiting processes, which reduced time-to-fill from 2 weeks to 3 days.
- Used social media accounts to recruit 50 qualified candidates in a month window.

Makhzoumi Foundation, NGO

Administrative Intern

Beirut, Lebanon

August 2021 – September 2021

- Achieved a high level of accuracy in data entry, resulting in a 98% error-free database.
- Successfully scheduled and coordinated classes and workshops, leading to a 90% on-time program delivery rate.
- Gained valuable insights into NGO operations, actively participating in furthering the Foundation's mission of promoting social development and education.
- Provided administrative support during high-level meetings, ensuring smooth operation and efficient communication.

Starbucks
Barista

Beirut, Lebanon
June 2019 – July 2021

- Collaborated with a team of 8 to raise customer service scores for Starbucks shop in Beirut district by 25% in 1 year.
- Received Employee of the Month award 2 times for exemplary service.
- Served 250+ customers per day, taking the time to give each one my full attention.
- Fostered a positive team environment and contributed to a 15% increase in staff satisfaction through effective communication and collaboration with colleagues.

CERTIFICATES

Hubspot Digital Marketing Certificate
HubSpot Academy

Online
July 2024

- Credential ID f7364fe8447341028ebd98276f832137

HubSpot Inbound Certification
HubSpot Academy

Online
February 2024

- Credential ID: ee66a28dc4ee4f5ab4078f55d513568e

HubSpot Sales Software
HubSpot Academy

Online
February 2024

- Credential ID: 2a76edcfcd8a4dfb95e38df6822c0889

SKILLS

Technical Skills: Market Research & analysis, Marketing Strategies, Sales Strategy Development, Sales Support, Data Management, Cold calling and email outreach, Customer Relationship Management, Prospecting and Lead Generation, Client Relationship Management

Tools & Software: HubSpot CRM Software, Atlassian Jira, Maqsam Cloud Calling, Apollo Sales Platform, Dripify LinkedIn Automation Platform, HubStaff Time Tracker, Microsoft Office Suite.

Languages: Arabic (Fluent), English (Fluent), Kurdish (Native)