

HIBA KANBRIS
Beirut, Lebanon
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Professional Summary

Dynamic and results-driven HR and Marketing professional with 15+ years of experience in customer engagement, team leadership, and strategic business development. Adept at optimizing recruitment processes, enhancing employee experience, and implementing impactful marketing strategies. Passionate about fostering organizational growth through innovative HR solutions and customer-centric marketing initiatives.

Professional Experience

MetLife Lebanon – Insurance Company

Business Development Manager

10/2023 – 01/2025

- Developed and executed sales and recruitment strategies to enhance team performance.
- Identified market trends and opportunities to drive business expansion.
- Recruited and led a high-performing team, setting clear goals and fostering motivation.
- Provided consultancy services, building trust with clients and stakeholders.
- Ranked as Top Rookie in Sales for Q1-2024.

BLOM BANK S.A.L, Beirut

Customer Support Controller – Retail Banking

04/2022 - 09/2023

- Optimized customer service workflows, leading to increased efficiency and satisfaction.
- Managed client communication strategies, ensuring effective engagement and retention.
- Assessed and implemented process improvements to enhance service quality.

Senior Customer Service Officer

12/2017 - 03/2019

- Led customer service initiatives, resolving issues and enhancing client experiences.
- Conducted training sessions to improve team performance and communication.
- Acted as a key decision-maker with signature "B" authorization for financial operations.

CSC BANK S.A.L, Beirut

Senior Head of Credit Department

05/2017 - 12/2017

- Oversaw credit risk management and policy implementation.
- Collaborated with senior leadership to align credit strategies with business objectives.

BLOM BANK S.A.L, Beirut

Credit Analyst and Officer

08/2014 - 05/2017

- Conducted financial analyses to support credit decisions and mitigate risks.
- Partnered with marketing teams to enhance customer acquisition efforts.

Customer Service Officer & Teller

01/2008 - 07/2014

- Managed high-volume customer interactions with professionalism and efficiency.
- Promoted banking products and services, contributing to revenue growth.

Education

Master of Business Administration (MBA)

Lebanese American University, Beirut (2011)

Bachelor in Business Administration (Emphasis in Services Marketing)

American University of Beirut, Beirut (2007)

Dean's Honor List

Certifications & Training

- Social Selling – MetLife
 - Lebanese Laws and Regulations
 - Sales Training Certification – WYDNER COACHES & STARMANSHIP
 - Advanced Credit Facilities Analysis
 - Customer Service & Leadership Training
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Key Skills

Human Resources: Recruitment & Onboarding | Employee Engagement | Performance Management | Training & Development | Conflict Resolution | HR Policies & Compliance

Marketing & Business Development: Strategic Planning | Brand Management | Market Research | Customer Engagement | Digital Marketing | Sales Optimization

Technical & Soft Skills: Microsoft Office Suite | Google Workspace | Interpersonal Communication | Leadership | Problem-Solving | Time Management | Adaptability | Team Collaboration

Languages

Fluent in English, French, and Arabic