

Serene Makarem

Marketing & Management

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Summary

Experienced sales representative with a proven track record of effectively addressing customer needs, promoting new products, and consistently meeting or exceeding company sales targets. Skilled in fostering positive customer relationships and delivering exceptional service to drive sales growth. Additionally, adept at managing finances, preparing budgets, and overseeing inventory levels to optimize product displays and ensure efficient operations. Known for motivating teams to achieve performance goals and maintaining high standards of operational excellence in retail environments.

Experience

Marie France

Sales representative | Client Servicing | Inventory Coordinator | Sales Compliance

Mansourieh, Lebanon
7/2021 – 7/2022

- Addressed and resolved customer inquiries and concerns promptly and professionally
- Actively promoted and demonstrated new products to customers to drive sales and increase product awareness
- Consistently met or exceeded assigned sales targets and quotas set by the company
- Utilized effective sales techniques and product knowledge to upsell and cross-sell to customers
- Maintained a high level of customer satisfaction through attentive service and personalized recommendations

Le Club Des Deux Clowns

Monitored Shelf Stocks and Product Displays

Hammana, Lebanon

5/2023 - 10/2023

- Implemented effective inventory management strategies to ensure shelves were adequately stocked
- Optimized product displays to enhance visibility and attract customer interest
- Conducted regular inspections to maintain organization and presentation standards

Motivated Employees to Achieve Targets

- Provided leadership and guidance to a team of cashiers and shelf stockers
- Set clear performance objectives and communicated sales targets effectively
- Fostered a positive work environment through encouragement and recognition of achievements

Managed Finances and Prepared Annual Budget

- Oversaw financial transactions, including cash handling and reconciliation
- Developed and maintained budgets to control expenses and maximize profitability
- Analyzed financial data to make informed decisions and optimize resource allocation

Education

- **Modern University for Business and Science**
Management & Marketing

Beirut, Lebanon
10/2023 - Present

- **Al Manar Modern School**
High School

Rasel Maten, Lebanon
7/2020

Certification

Fundamentals of digital marketing — Google - Issued 2024

Software & Tools

Microsoft World – Microsoft Excel – Microsoft Power Point – Canva – Capcut

Languages

Arabic Native ●●●●●

English Proficient ●●●●●