

Tarek Serhal

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WORK EXPERIENCE:

Officer, Cards Portfolio Management, BankMed, Beirut, Lebanon

May 2023 - Present

- Establish and implement strategies to drive growth, profitability, and effective risk management within the credit card portfolio.
- Prepare monthly professional presentations and visual reports using PowerPoint and Excel, detailing strategies and performance metrics through comprehensive monitoring of cards activities, transactions, spending patterns, and cards status in order to analyze portfolio trends, campaigns & performance.
- Submit quarterly statistical reports for Visa and MasterCard, alongside ATM locator reports.
- Conduct thorough testing across various environments, including User Acceptance Testing (UAT) and System Integration Testing (SIT), ensuring new card programs align with business goals and customer expectations.
- Collaborate with cross-functional teams to design, launch, and manage credit card programs that meet strategic business objectives.
- Process credit, prepaid and debit card requests such as manual adjustments, activations, deactivations, replacements, and reissuances as submitted by branches.

Contact Centre Agent, BankMed, Beirut, Lebanon

March 2021 – April 2023

- Handling professionally high volume of inbound and outbound calls.
- Managing international calls/ Email requests/ social media/E-services.
- Recording and organizing customers contact information.
- Escalating customer needs and complaints to the concerned departments.
- Built customer loyalty by placing follow-up calls for customers who reported product issues.
- Named as "Best Performing Agent" for 6 consecutive months.

Commercial Operations Department, NokNok SAL, Beirut, Lebanon

October 2020 – January 2021

- Collaborated in developing pricing strategies by analyzing competitor pricing, customer feedback, and market trends.
- Created reports to track performance metrics related to pricing and sales, providing insights to the management team.
- Supported the integration and management of data within the ERP system (Enterprise Resource Planning) ensuring accuracy and timely updates for reporting and analysis.

Other Jobs Experiences: Insurance Sales Agent (Arabia Insurance Company), Customer Service Office/Teller (Société Générale De Banque Au Liban).

EDUCATION:

Beirut Arab University - Bachelor of Business Administration in Banking and Finance

Beirut, Lebanon | Graduated with 3.21/4 GPA

September 2015 - January 2019

CERTIFICATIONS:

- Banking Ethics – ESA Business School
- Specialization in Business Statistics and Analysis, Coursera platform, RICE University
- Excel Skills for Business, Coursera platform, Macquarie University

SKILLS:

- Languages:
 - o Arabic: Native
 - o English: Fluent - IELTS Academic: 6.5 o French: Intermediate
- IT Skills: IC3 (Internet and Computing Core Certification) - Expert in using Microsoft Excel & PowerPoint