

# SARA TOTAYO

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## WORK EXPERIENCE

### Sales & Marketing Coordinator

10/2024 - Present

Intercontinental Doha Beach & Spa

- Managed calendars, coordinated meetings, and handled correspondence.
- Monitored campaign performance and prepared detailed reports to measure ROI and suggest improvements.
- Assisted sales with contracts, lead generation and proposals.
- Conducted market research to identify new opportunities and trends.
- Planned and executed promotional events & supported with the implementation
- Managed strong client relationships by managing calls and inquiries (telecommunication)

### Intern

08/2024 - 09/2024

Blom Bank

- Assisted webinars with clients such as VISA.
- Blom Retail website backend, arabic and english (SKWID, CMS)
- Social media monitoring, on all META platforms (Instagram, Twitter, Facebook, and all news articles.

### Intern

07/2023 - 09/2023

TRACCS, PR Agency

- Suggested and conceptualized ideas for the launch of 961WINE's new website.
- Established media plannings for CMA CGM Lebanon.
- Worked on content ideas and scripts for Himaya and Pfizer.
- Participated in several events with Spinneys for PR campaigns (on site).

## EDUCATION

### Bachelor in Communication Arts

09/2021 - 05/2024

Lebanese American University

- Honors Program, Fall 2023

### School (French Baccalaureate)

09/2005 - 06/2020

Lycée Abdel Kader

- Mention Très Bien, Bac L

## ENTREPRENEURSHIP

### Content Creator, Social Media Specialist | Founder

06/2021 - Present

Paradis Des Perles (*small, local online business, Founded during COVID-19*)

- Conceptualized and launched an online business specialized in handmade accessories and established strong B2B and B2C relationships.
- Implemented digital marketing strategies including social media campaigns and content creation to increase brand visibility, attract customers and drive sales.
- Arranged social media account, specifically Instagram (META platform).

## VOLUNTEERING

04/2016

Arc En Ciel

- Collected water caps and bottles for recycling purposes in order to help Arc en Ciel manufacture a new wheelchair for people in need.

## LANGUAGES & SKILLS

- **Technical Skills:** Microsoft Word, Microsoft Excel, Microsoft Powerpoint, SPSS, Adobe
- **Soft Skills:** Effective Communication, Teamwork, Punctuality
- **Languages:** Arabic, English and French (Native Bilingual Proficiency)

## CERTIFICATES

CITI Certificate, Social Behavioral Educational Researcher | CITI Certificate, Social and Behavioral Responsible Conduct of Research | DELF, Diploma in French Language, Level C1