

Mia Rita

EID

Dynamic professional with extensive experience in account management, sales, and project management across luxury, SaaS, and e-commerce. Skilled in client relations, business development, and problem-solving, with a track record of driving revenue growth and process optimization.

CONTACT

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- Beirut, Lebanon

EDUCATION

Master 2 Marketing
Neoma Business School
2020-2022

Master 1 International Business
ESSEC Business School
2016-2020

Bachelor in Business Administration
ESA Business School
2016-2020

LANGUAGES & DIGITAL TOOLS

- Languages: English (Native), French (Native), Arabic (Native)
- Digital Tools: Salesforce, HubSpot, Canva, Pack Office

KEY SKILLS

- Client Relationship Management
- Business Development
- Project Management
- Data Analysis
- Process Improvement
- Negotiation
- Leadership
- Stakeholder Management

ENTREPRENEURSHIP

Co-Founder - Spread The Bread | 2020-2023

- Established and maintained relationships with 12 partner NGOs, supporting relief efforts after the Beirut explosion.
- Managed weekly assistance to 400 families, optimizing resource allocation and budget management.
- Led culinary training programs for low-income mothers, empowering them to generate income through small businesses.

PROFESSIONNAL EXPERIENCES

PROJECT MANAGER

HOTELMAP | 2024

- Led the development of public relations strategies and media monitoring, ensuring top-tier client solutions.
- Managed key client accounts and oversaw daily operations, ensuring projects were delivered on time and within budget.
- Facilitated workshops and meetings with clients and stakeholders, ensuring detailed project documentation and contract compliance.
- Monitored project expenditures and adhered to financial rules to optimize budget usage.

ACCOUNT MANAGER & SALES

EPRESSPACK | 2022 - 2024

- Acquired new clients across Europe and the Middle East through strategic prospecting, driving a 15% increase in client base.
- Strengthened relationships with existing clients, identifying upsell opportunities and achieving a 20% growth in revenue.
- Collaborated cross-functionally to ensure seamless SaaS service delivery and client satisfaction, maintaining a 95% client retention rate.
- Applied consultative sales approaches to provide customized business solutions, aligning with client goals and ensuring financial performance targets were met.

EME CUSTOMER EXPERIENCE ASSISTANT - E-COMMERCE

SEPHORA HQ - 2020-2021

- Managed incidents on e-commerce platforms, ensuring a seamless shopping experience for customers across EMEA.
- Collaborated with key accounts and customer service providers to resolve feedback and improve the customer journey.
- Analyzed data to improve e-commerce operations and contributed to the development of promotional strategies.

GROUP CUSTOMER EXPERIENCE & INSIGHTS ASSISTANT

ALLIANZ TRADE | 2020

- Coordinated global customer experience strategies and ensured adherence to regional quality standards.
- Collaborated with regional teams to share best practices, improving customer experience across markets.
- Authored internal communications to engage employees and support customer experience initiatives.