

YARA GHERBAL

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Business Administration Practitioner

Content Creator – Content Editor – Junior Marketing Officer – Junior HR Officer – Administrative Assistant – Marketing Assistant

Summary

A professional and innovative Business Administration Practitioner holding over 7 years of experience within various sectors; Media, Newspaper, and Customer Service. A young ambitious woman who is capable to compose and create outstanding blogs and captions through unfiltered mediums.

Collaborative team player, reachable personality with strategic and creative teams, and flexible mindset; all in order to develop and reach the company's ultimate goal and objective.

Key Competencies

Creativity – Business Analysis – Editing Skills – Content Promotion Skills – Planning Skills – Teamwork – Verbal Communication Skills – Written Communication Skills – Mentoring and Induction

Professional Experience

Al Akhbar Newspaper, Lebanon

May 2021 – Present

Subscription Account Executive

Al Akhbar is a daily Arabic language newspaper published in a semi tabloid format in Beirut, founded on 2006. Till present it has employed more than 100 employees.

- Tackling on a **Daily Basis** more than 50 inquiries raised by Customers through different platforms; phone, email, and social media accounts.
- Brainstorming and cooperating with the Marketing Department to set competitive marketing campaigns and create weekly newsletters to be sent out to over 5K subscribers; **recorded 65% open rates and 56% click-throughs**.
- Evaluating on a **Monthly Basis** the collected data, draft reports, and approach potential customers as part of the Marketing Strategy.
- Executing the sales process with customers starting from placing orders to collecting monthly subscriptions amounting to over 100 Million Lebanese Pounds.

Teleperformance SAL, Lebanon

March 2017 – April 2021

Customer Service Representative

Teleperformance - Lebanon has over 50 stations and utilizes the latest customer contact center technology to provide its clients with a full range of services in Inbound and Outbound Telemarketing and Teleservices, Marketing Research and Outsourced Customer Relationship Management (CRM).

- Responded promptly to over 100 calls **Per Day**, answering customer queries while using different channels.
- Achieved more than **6 times Employee of The Month**, by exceeding the set KPI from Senior Management.
- Followed up on customer records log in terms of interactions, transactions, comments and complaints.
- Ensured a Customer Satisfaction rate **over 85%**, by providing professional customer support as per the company standards.

Telemarketing Executive

InfoPro was established in 1997 in Lebanon. InfoPro has around 60 full-time employees and a dozen part-time staff. It delivers more than 25 information products and services.

- Achieved sales growth compared to other Telemarketers by **more than 20%**.
- Participated in planning and organizing Inforpro Corporate Event, to maintain and enhance the company's corporate image.
- Increased marketing content inventory by **over 23%**, translated to 34% market share and 1K subscribers.

Education**Bachelor Degree of Business Administration (BA)****June 2019****Lebanese International University, Lebanon**

- Concentration in Banking and Finance.
- CGPA 3.46 over 4

Mastering Digital Marketing Workshop**May 2024****Amideast Education Institution**

This workshop entitled us to acquire the precise needed skills and practice the simulations in order to launch and execute our own digital campaigns.

- Created a whole foundation for marketing strategies, engagement, and brand building.
- Mastered multiple skills such as media buying, advertising on social media platforms (knowledge in Meta ads), techniques of SEO, and optimizing Google Ads campaigns.

Additional Information

Computer: Microsoft Office (Word, Excel, PowerPoint)

Languages: Arabic (Mother Tongue), English (Fluent, Trilingual), French (Good, Trilingual)