






Mira Korek

Freshly Grad with a passion in Marketing Management

 Dubai,UAE

 71 646 900

 korok.mira2001@gmail.com

 in/Mira Al Kork

Professional Profile

Dynamic, performance-driven, and results-oriented professional, offering hands-on experience in store management, Sales, Strategic Marketing, Public Relations and Social media networking. Equipped with excellent written and verbal communication; committed to contributing to positive interpersonal relations. An innovative strategist who has successfully managed major projects that have enhanced brand impact and visibility.

A persuasive and articulate person who has superb influencing skills and the ability to come up with great marketing ideas.

Competencies

IT Skills

Microsoft Office
Excel
Power Point





Languages

Arabic
English



Career Summary

 Administrative Assistant
 Purehealth [Dubai/UAE]

2024 – Present

RESPONSIBILITIES

- Oversee the daily tasks and duties to ensure quality standards and proper procedures are being followed.
- Answer, screen, and forward incoming phone calls in a timely and professional manner.
- Organize and schedule room bookings for meetings, conferences, and events.
- Act as the primary point of contact for internal staff and external clients, providing excellent service and communication.
- Provide general support and assistance to visitors, ensuring a positive experience.
- Monitor inventory levels of office supplies, anticipate needs, and place orders to maintain stock.
- Supervise and provide guidance to junior staff, ensuring that tasks are completed efficiently and according to established protocols.
- Address and resolve complaints, ensuring issues are handled in a courteous and effective manner.
- Maintain a professional and welcoming atmosphere through clear communication and problem-solving skills.
- Monitor visitor log and ensure that all visitors sign in and follow company security protocols.
- Assist with basic administrative tasks such as filing, photocopying, and data entry.
- Collaborate with other office staff to ensure a smooth operation of office activities.

RESPONSIBILITIES

- Assisting customers with selecting frames based on facial shape, eye size, and other factors.
- Explaining the features of eyeglasses and sunglasses to customers, including frame materials and styles.
- Ensure high levels of customer satisfaction through excellent sales service.
- Build productive trust relationships with customers.
- Demonstrating different types of lenses and explain their purposes, including anti-glare, UV protection, scratch resistance, etc.
- Explaining the benefits of different lens coatings, including scratch resistance, glare reduction, and transmission of colors.
- Follow and achieve department's sales goals on a monthly, quarterly and yearly basis.
- Assess customer's needs and provide assistance and information on product features.
- Performing routine cleaning and maintenance on display cases and special equipment used in the optical department, including computer workstations and measuring devices.
- Explaining the ordering process for custom made eyewear and helping customers choose from available designs or create new ones.
- Keeping records of inventory of glasses and sunglasses, as well as customer orders that are pending delivery Duties performed by an optical sales associate vary depending on the individual company and its policies.

RESPONSIBILITIES



- Provided administrative support to ensure efficient operation of office.
- Answers phone calls, schedules meetings and greet visitors.
- Carried out administrative duties such as filing, typing, copying, binding, scanning etc.
- Supported team by performing tasks related to organization and strong communication.
- Handled all online sites by replying to new customers, introducing type of services and ensure a good package in a good price.
- Prepare communications, such as memos, emails, invoices, reports, and other correspondence.
- Managed accounts and perform bookkeeping.
- Conducted market research and analyzing consumer rating reports/ questionnaires.
- Employed marketing analytics techniques to gather important data in how to grab the attention of a customer (social media, Web Analytics, Rankings etc.)
- Compose and post online content on the company's website and social media accounts.

RESPONSIBILITIES

- Set up and maintained a demonstration area, such as a table, stand, or booth at various events.
- Kept the demonstration area tidy and well stocked with products, samples, and/or literature.
- Demonstrated the features of a product or service to potential customers.
- Employed interactive materials such as videos, charts, or slideshows to share information about a product or service, when necessary.
- Answered any questions potential customers might have about a product or service.
- Recorded transactions and stock levels.

- Generated reports that outline customers' interest levels, questions asked, number of Products/ samples/ literature sold and/or distributed at various events.
- Stayed up to date with product or service features.

Education

 BA in Marketing Management [3.8/4]
 Lebanese Canadian University [Beirut/Lebanon]

2018 – 2021

NOTABLE MODULES

Intro to Marketing, Fundamentals of advertising and promotion, service marketing, Consumer Behavior, Global Marketing, Distribution Channel, Marketing Strategies and policies.

