



LANA CHOKER

Marketing Specialist

CONTACT

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LANGUAGES

ENGLISH: FULL PROFIECENCY

FRENCH: FULL PROFIECENCY

ARABIC: NATIVE LANGUAGE

EDUCATION

Lebanese International University

Bachelor of Business Administration in Marketing

SKILLS

- Emotional intelligence
- Flexibility
- Optimism
- Effective communication
- Active listening

EXPERIENCE

COMPANY: MAK REAL ESTATE – ZAHLE, LEBANON

JOB TITLE: MARKETING SPECIALIST (JUNE 2023 – MAY 2024)

KEY RESPONSIBILITIES

- Advances the community and customer experience through online and traditional marketing
- Streamlines company materials and campaigns to ensure a consistent and concise message
- Responsible for the effective and professional handling of all customer interactions via outgoing sales call to offer products at regular and special prices to increase sales volume
- Develops, implements, and tracks marketing programs such as email, social media, or digital campaigns, and events
- Involves expanding the channel partner base and coordinating with them regularly for sales.
- Markets presentations and product demonstrations, as well as negotiating contracts with potential clients.
- Manages website design, content, SEO development and tracking analytics to ensure all content is up to date and relevant
- Updates knowledge of sales related legal documentation and property management, as well as updating and managing social media profiles.

COMPANY: CASADAR – REMOTE JOB

JOB TITLE: TELEMARKETING AGENT

KEY RESPONSIBILITIES

- Daily activities of a Tele sales Representative include contacting prospects, taking incoming phone calls.
- placing orders, and closing sales.
- presenting product features.
- updating customer databases.
- determining how likely prospects are to buy.
- Contact potential or existing customers to inform them about a product or service using scripts
- Answer questions about products or the company
- Ask questions to understand customer requirements and close sales
- Direct prospects to the field sales team when needed
- Enter and update customer information in the database
- Take and process orders in an accurate manner
- Handle grievances to preserve the company's reputation
- Go the “extra mile” to meet sales quota and facilitate future sales
- Keep records of calls and sales and note useful information

COMPANY: BRANDS ONLINE

JOB TITLE: MARKETING SPECIALIST

KEY RESPONSIBILITIES

- Building marketing strategies to reach the maximum number of customers in Lebanon.
- Promoting and advertising company's products.
- Increase company's engagement on all online platforms.
- Managing and the brands online presence across all social media platforms
- Developing and implementing content strategy that increase organic audience growth. .
- Controlling advertising budget.
- improving ROI.
- Increasing engagement rate across all platforms.