

# Karmen Haidar

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## Objective

Experienced sales representative with 6 years of expertise, consistently driving revenue growth and building strong client relationships. Marketing major with a dedication to delivering exceptional customer experience. Eager to apply my sales and marketing knowledge to drive business success and make positive impact.

## Experience

- **Candelina | Online Candle Shop | Owner** 2023- Present  
Skilled in comprehensive business operations encompassing candle production, pricing strategies, raw materials acquisition, distribution logistics, and adept social media management to enhance brand visibility and engagement.
- **Avon | Sales Representative** 2017 – Present  
• Successfully sold products both online and in-person sales.  
• Achieved remarkable sales results in the first year, ranking within the top 20 out of 350 representatives.
- **Taanayel Les Fermes | Bonjus | Promoter** 2017 - 2020
  - Utilized exceptional communication skills to effectively engage and inform potential customers about the company's products.
  - Demonstrated a deep commitment to customer satisfaction and retention, fostering repeat business.
  - Delivered daily and weekly reports to address customer demands and resolve any issues promptly, ensuring a smooth customer experience.
  - Managed stock availability by providing regular updates to ensure uninterrupted product availability, both during the day and for the next day's needs.
  - Implemented creative promotional strategies, including product sampling, to enhance product visibility and boost sales.

## Internship | Berytech | Virtual | On-Site

2024- Present

- Developed proficiency in Canva design and data science remotely, spending 5 days each.
- Enhanced photography skills through on-site activities, spending 5 days.

## Education

- Lebanese University – Faculty of Economics and Business Administration 2021-2022  
Marketing Major | Research Topic: Marketing Strategy and Lebanese Consumers Adoption of Lebanese Products

## Skills

Communication Skills	Sales Skills
Negotiation Skills	Market Research
Attention to Details	Digital Marketing
Canva	IBM SPSS Statistics

## Achievements and Rewards

- Achieved a sales goal of 650\$ within the selected two months of the first year, ranking among the top 20 out of 350 fellow saleswomen.
- Received a special award, consisting of coaching sessions and a book, for achieving the highest score among all participants in a series of 6 online exams during a business development program.

## Training and Certificates

- Be Your Own Boss ( Entrepreneurship Training Program )
- Negotiation Skills
- Business Development
- Design Thinking
- Digital Marketing and Social Media Level 1 and 2
- Attended Over 100 workshops both online and offline, organized by Centremine, Nawaya, Rural Entrepreneurs, Injaz Lebanon, Berytech, Dot Lebanon, Unicef and other reputable institutions.

## Languages | Arabic | English