

Lara Shehayeb

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Professional Summary

With over 2 years of experience in outreach coordination, business development, and administrative support, I have honed my skills in market research, client relationship management, and strategic communication. My expertise in conducting high-volume outreach efforts, coupled with a strong educational background, enables me to effectively contribute to organizational growth and community engagement.

Core Competencies

- Market Research & Analysis
- Business Development Strategies
- Client Relationship Management
- Outreach Program Implementation
- Data Collection & Reporting
- Communication & Presentation Skills
- Project Coordination & Execution
- Office Administration

Experience

Mission235 Company

Admin Coordinator – Business Development-Aley-Lebanon | July 2024 – June 2025

- Execute comprehensive daily outreach initiatives, including over 50 calls, resulting in an exceptional conversion rate from prospective clients to established partnerships
- Develop and deliver detailed market research reports, equipping clients with actionable insights to navigate and capitalize on opportunities within the Saudi Arabian market
- Oversee executive schedules and coordinate high-level communications, ensuring seamless collaboration between internal teams and external stakeholders to maintain operational efficiency
- Support lease administration processes by accurately managing documentation and facilitating a smooth onboarding experience for new clients

The Nawaya Network, Beirut

Outreach Coordinator - Project | June 2024 – July 2024

- Contacted with over 50 potential participants through direct outreach, accurately assessing their eligibility and alignment with Nawaya's program objectives
- Guided participants through the application process, ensuring all required documentation and information were correctly submitted in a timely manner
- Collaborated with cross-functional teams to evaluate applicants, contributing to the selection of participants that aligned with program goals and ensuring successful project outcomes

Dun & Bradstreet

Documentation Officer - Remote | July 2023 – Dec 2023

- Conducted thorough reviews of a high volume of corporate documents, ensuring adherence to quality standards, and alignment with established policies
- Collaborated with cross-functional teams to resolve documentation inconsistencies, enhancing the overall accuracy and reliability of organizational records

Jahani and Associates

Sales Associate - Remote | Jan 2021 – Dec 2021

- Fostered and maintain strong relationships with clients, expertly negotiating terms and successfully closing high-value sales agreements, driving company revenue
- Acquired and applied a deep understanding of product offerings, effectively communicating key value propositions to meet diverse client needs and expectations

Volunteer Experience

Disaster Risk Reduction- Lebanese Red Cross, Aley

Reporting & Archiving / Outreach Officer | Oct 2021 – Present

- Design and execute targeted disaster risk education programs that enhanced community awareness and preparedness, directly reaching over 500 individuals through interactive sessions
- Enhance reporting and archiving systems, improving data accessibility, operational transparency, and ensuring strict compliance with regulatory and organizational standards
- Collect and analyze key program metrics, leveraging insights to identify performance gaps and implement refined outreach strategies to maximize program impact

Youth Sector -Lebanese Red Cross Aley-Lebanon Nov 2018 – Present

- Facilitate engaging community awareness sessions on humanitarian values, youth health, and environmental sustainability, directly impacting and educating diverse audiences
- Collaborate closely with the Public Relations committee to strategize, plan, and execute impactful outreach initiatives that foster greater community engagement
- Actively engage with beneficiaries to assess their needs, ensuring their feedback is incorporated into program planning for tailored and effective solutions

Outreach - Relief International-Aley- Lebanon | July 2022 – Mar 2023

- Performed accurate data entry 30 surveys per day and administrative support for program caregivers, significantly contributing to the overall efficiency and smooth operation of health initiatives
- Conducted health awareness campaigns on critical topics, such as childhood immunization and maternal-child health, educating underserved communities on preventative care practices
- Coordinated referrals for individuals to access primary health centers, bridging gaps in healthcare and ensuring timely access to essential medical services

Education

Modern University for Business and Science, Beirut

- Bachelor's Degree in Education | Mar 2024

Certificates

- Building Work-Readiness Skills, Injaz Lebanon– Dec 10,2024
- Digital Marketing, Nawaya Network-Jun 15,2024
- National Leadership Program, Luxor, Egypt-Feb 2,2023
- Design Thinking Training, Nawaya Network-Sep 3 ,2023

Technical Skills

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Customer Relationship Management (CRM) Software

Languages

- Arabic, Native
- English, Full Proficiency