

# MARYLENE SHAAYA

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## Profile

Reliable, energetic, and resourceful customer service professional with over eight years of experience closing deals, reaching customers' expectations, dealing with objections, and promoting conflict resolution. Ability to cultivate key client relationships of multiple companies in diverse industries. Expertise in sales, communication, multitasking, convincing, and building long-term relationships with customers.

## Experience

### **BDR TEAM LEADER | KANGAROO REWARDS | MARCH 2024 – PRESENT**

- Lead and manage a team of Business Development Representatives, providing coaching, mentoring, and support to achieve individual and team KPIs.
- Develop and implement strategic outreach initiatives to drive pipeline growth and identify new business opportunities.
- Utilize CRM tools such as HubSpot and Zoho to track team performance, analyze data, and optimize workflows for maximum efficiency.
- Collaborate with sales and marketing teams to align strategies and ensure seamless lead generation and nurturing.
- Conduct regular performance reviews, provide actionable feedback, and design training programs to enhance team skills and productivity.
- Maintain a hands-on approach by assisting with prospecting, qualifying leads, and identifying opportunities for improvement in the sales process.
- Report on team performance metrics, identify trends, and implement data-driven solutions to exceed targets consistently.

### **SALES EXECUTIVE | BEIRUT.COM | NOV 2023 – MARCH 2024**

- Developed and maintained strong relationships with clients to understand their needs and provide tailored advertising solutions.
- Managed the entire sales cycle, from prospecting and pitching to closing deals, ensuring revenue growth and client satisfaction.
- Collaborated with internal teams to create customized marketing packages that aligned with client objectives.
- Consistently met and exceeded monthly sales targets through effective lead generation and negotiation.
- Monitored market trends and competitor activity to identify new opportunities and stay ahead in the industry.

### **SALES MANAGER | LANCASTER EDEN BAY RESORT | NOV 2021 – NOV 2023**

- Directed and managed sales activities to drive revenue growth for the hotel's rooms, events, and hospitality services.
- Built and maintained strong relationships with corporate clients, event planners, and travel agencies to secure long-term partnerships.

- Developed and executed strategic sales plans to target high-value markets and increase occupancy rates.
- Led the sales team in identifying new business opportunities, negotiating contracts, and closing deals to achieve and exceed revenue targets.
- Collaborated with marketing and operations teams to design promotions, packages, and events that aligned with client needs and enhanced guest experiences.
- Monitored market trends, competitor performance, and industry developments to adapt strategies and maintain a competitive edge.
- Delivered exceptional service by ensuring client satisfaction and creating memorable experiences for guests.

### **INTERNATIONAL SALES COORDINATOR | SAKA TRADING | JAN 2021 – NOV 2021**

- Manage relationships with suppliers by purchasing products and selling them to customers with an added profit margin.
- Ensure customer satisfaction by confirming that goods are shipped and received in good condition.
- Coordinate with DHL to verify that all necessary shipping documents are prepared and ready.
- Handle invoicing and documentation processes efficiently to support company operations.

### **PROJECT ASSISTANT | EXIGO | DEC 2020**

- Conducted outreach calls to individuals from diverse nationalities to gather insights on their living conditions and experiences.
- Collected and documented accurate data by guiding respondents through detailed online surveys.
- Ensured effective communication and cultural sensitivity while interacting with participants from various backgrounds.
- Organized and managed survey data to support project objectives and analysis.
- Collaborated with team members to ensure project timelines and deliverables were met efficiently.
- Contributed to the NGO's mission of understanding and improving living standards through comprehensive data collection and reporting.

### **SALES EXECUTIVE | HEALTH POINT SAL | JUN 2017 – NOV 2020**

- Promote pharmaceutical products and successfully close minimum 3 daily deals
- Engage potential customers to present the offerings of the four franchises.
- Maintain daily communication with a minimum 40 existing customers to strengthen relationships.
- Oversee monthly payment processing and ensure timely transactions.
- Monitor inventory turnover and ensure shelves are regularly restocked.
- Address any issues related to defective products and handle credit note processing.
- Manage and resolve any misunderstandings or customer complaints effectively.

## **Education**

Master Degree in Digital Marketing | Present  
Antonine University

Bachelor's Degree in Business Administration | 2019  
Antonine University

## **Skills & Abilities**

- Time Management and Multitasking
- Customer Centric
- Great Work Ethic
- Interpersonal Communications
- Self-motivated and Committed
- Persuasive skills
- Problem Solving and Issue Resolution
- SEO Knowledge
- Business Communications
- Business Development
- Analytical and Strategic Thinking
- Market Research and Analysis
- Employee Engagement Strategies
- Project Management Skills

## **Certificates**

Google Ads Search Certification – Google – 2024

PMP Certification – Haigazian University, Offered by PMI – 2023