


Al-Amira Farah Amir Marwan Shehab

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 Farah Shehab

WORK EXPERIENCE:

1-Transworld GCC (UAE, Dubai)

(October 2024-Present)

Lead Generation Specialist at Transworld GCC:

- Reach out to sellers on various platforms to identify new business opportunities.
- Created and managed marketing campaigns on platforms such as Instantly, Constant Contact, and HubSpot. Use Apollo, HubSpot, and Aimfox for lead management and tracking.
- Analyze lead performance and optimize strategies for better results.
- Designed campaigns based on Ideal Customer Profile (ICP) criteria tailored to the specific requirements of each initiative.

2-Iplugn LTD (Lebanon, Beirut)

(February 2024-June2024)

As a growth agent at Iplugn I used to perform the following:

- Prospected and generated leads through targeted outreach strategies.
- Educated clients on services offered.
- Closed sales deals using negotiation skills and understanding client needs.
- Ensured client satisfaction through proactive follow-up communication.
- Managed and updated CRM system to maintain accurate client records.

3-Reeel.ai (Ottawa, Ontario, Canada)

(January 2023 – September 2023)

During my work at Reeel.Ai I was responsible for the following:

- Generating leads to support sales teams.
- Organizing and updating sales information in the CRM.
- Identifying and securing good opportunities for the sales team to consistently meet monthly targets.
- Guided clients to understand the range and benefits of our services effectively.

EDUCATIONAL BACKGROUND:

- International Business Management, Lebanese International University-Faculty of Business administration *(2021-2024)*
- BT3 in Accounting and Informatics at CIS College –Saida *(2020-2021)*

VOLUNTEERING BACKGROUND:

1- Lebanese Red Cross-Emergency Medical Sector-Saida:

Emergency Medical Technician *(2017-present)*

2- Lebanese Red Cross- Lebanese Red Cross-Disaster Management Sector *(October 2021 – Present)*

- Outreach worker: Advocated for community needs and rights and conducted needed assessments to identify challenges.
- Livelihood Program Focal Person: Responsible for a team of 10 volunteers
 - Select and train participants, focusing on skill development.
 - Monitor participant progress and evaluates program impact.
 - Comply reports and documents program activities.
- LVC-EcoSec Program: Outreach and assessment field work and cash distribution.

TRAININGS:

▪ **Lebanese Red Cross-Emergency Medical Sector:**

- First Aid (2018)
- First Responder (2018)
- Emergency Medical Technician (2019)
- Interview Session and Decision Making (2023)

▪ **Lebanese Red Cross-Disaster Management Sector:**

- LVC-EcoSec (2021)
- Livelihood Program (Introduction to Employability Programs with the Spanish Red Cross2022) -Introduction to RCRC employability programs, including:
 - Labor Market Assessment
 - Targeting
 - Paid Employment
 - Self-employability
 - Monitoring and evaluation
- Wash in emergency (2022)
- Initiator training course (2022)
- General Training Course (2023)

SKILLS:

- First Aid
- Communication skills
- Conveying Assessments (Survey123)
- Leadership skills.
- CRM (HubSpot, Odoo, Apollo)
- Sales Navigator

LANGUAGES:

- Arabic: Native Language
- English: Spoken and Written
- French: Spoken

REFERENCES:

- Upon Request