

MARY NEAIMEH
Curriculum Vitae

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SUMMARY

Strategic and results-oriented professional with 15 years of experience driving satisfaction and development in the private and humanitarian sectors. Adept at building and managing high-performing teams, developing and implementing effective customer service strategies, and optimizing policy and sales processes (B2B, B2C). Expertise encompassed Customer Relationship Management/ Call Center management, warehousing, team management, operations, development, and project implementation. I am prepared to contribute my skills and experience to your esteemed goals and values.

PROFESSIONAL BACKGROUND.

1-Peace Education Associate at UNDP - (Peacebuilding Project) April 2023 – July 2024

- Managed the 'Peace Education' project, integrating soft skills into community initiatives for social cohesion and individual growth to promote culture of violence free community on a national level.
- Served as the focal point for project implementation and dissemination, liaising with partners, stakeholders (Ministry, research centers, municipalities, etc...), and UNDP management.

2-Senior Projects Officer at International Alert-Tripoli August 2022 – March 2023

- Managed the daily operation of multifaceted projects covering education, women empowerment, and social stability in North Lebanon.
- Collaborated with diverse stakeholder's, plan and implement community-based and school activities promoting peacebuilding, gender equality, and social stability.

3-Program Manager at March Lebanon – ‘Tebbeneh’ Tripoli October 2021- July 2022

- Served as Assistant Program Manager between October and December 2021.
- Supported the implementation of a rehabilitation and integration program focused on social welfare, education, protection, and gender equality in Jabal Mohsen and Bebe EL Tebbeneh.

4-Customer Relation Manager (Call Center) at Prunelle SAL June 2015 - Oct 2021

- Led customer relationship management (CRM) strategy across B2B clients (restaurants like KFC, Burger King, Roadster, Crepeaway; coffee shops, hotels), B2C clients (supermarket chains like Spinneys, Carrefour, Charcutier), and e-commerce channels, serving as the primary point of contact for all customer segments while handling VIP accounts.
- Managed departmental financial performance through meticulous budget creation and monitoring.

- Spearheaded process improvement initiatives, enhancing daily departmental operations and optimizing system functionality.
- Contributed to sales strategies and established sales targets.
- Collaborated cross-functionally with Sales, IT, Marketing, Quality, HR, and Finance to achieve company goals, including partnering with IT and Marketing to implement an online ordering platform.
- Spearheaded the integration of a new online ordering platform, collaborating closely with IT to ensure alternative solutions in case of system malfunction.
- Led and mentored a team of 6 customer relation agents, consistently achieving monthly performance targets and improving overall team efficiency through targeted coaching and skill development programs.
- Led comprehensive human resources functions for the department, encompassing staff recruitment, performance evaluation, and ongoing professional development.
- Developed and delivered comprehensive training programs on product knowledge, systems, and complaint resolution.
- Monitored key performance indicators (KPIs) including average resolution time and customer satisfaction scores (CSAT), implementing targeted interventions that improved CSAT.
- Managed high-volume customer interactions (600+ daily orders) across multiple channels.
- Coordinated with Delivery, Production, and Procurement to ensure timely order fulfillment, efficiently managing product logistics.
- Collaborated cross-functionally with Sales and Marketing teams, leveraging customer feedback to refine sales strategies and inform targeted loyalty programs, contributing to a 10% increase in repeat business
- Developed and implemented departmental Standard Operating Procedures (SOPs) for key processes (client onboarding, complaint handling, delivery, customer communication).
- Streamlined customer communication protocols for 600+ daily orders, leading a reduction in customer inquiries about order status and a more proactive communication approach.
- Reduced order discrepancies through the implementation of a comprehensive quality assurance checklist, directly contributing to enhanced operational efficiency and customer satisfaction.
- Implemented a robust complaint management system, reducing product-related complaints and increasing customer satisfaction.
- Developed monthly and annual CRM calendars, contingency plans, and onboarding policies.
- Partnered with Marketing and sales to develop targeted customer communication campaigns and loyalty programs.
- Segmented clients to optimize order placement, delivery, and personalized offers.
- Utilized customer surveys and feedback analysis to identify pain points and enhance customer journeys.
- Analyzed sales data, customer feedback, and market trends to drive business improvements.
- Proficiently utilized and optimized CRM systems (SAP, Monkey Survey) to manage customer interactions, track performance, and generate actionable insights for continuous service improvement.
- Created weekly CRM communication reports analyzing customer engagement and performance.
- Developed and implemented contingency plans for unforeseen events for example system outages, phone and internet problems to maintain service continuity.

- Established comprehensive Voice of the Customer (VoC) programs to capture feedback from various touchpoints and translate insights into actionable improvements.
- Identified opportunities for upselling and cross-selling through proactive customer engagement and data analysis through data collection and analyses.
- Conducted regular call monitoring and coaching sessions to ensure adherence to quality standards and provide constructive feedback to agents and clients.
- Managed real-time call center performance, including adherence, occupancy, and service level agreements (SLAs), making on-the-fly adjustments to staffing.

5-Sales Manager at CCA - “DanceWare Department”

Feb 2014 - Jan 2015

- Contributed to the development of national sales strategies, leveraging market data analysis under the guidance of the brand manager.
- Conducted in-depth market research in Jordan to identify customer trends, competitive opportunities, and market fluctuations, driving sales expansion.
- Established and achieved sales targets through targeted action plans (B2B).
- Cultivated and managed strong client relationships ensuring consistent follow-up .
- Drove customer satisfaction and loyalty programs, contributing to increased client retention.
- Negotiated and closed sales agreements with wholesale clients (Dance Schools).
- Managed all aspects of the sales process, including customer inquiries, order fulfillment, inventory control, and cash collection.
- Managed sales budgets and prepared detailed financial reports, demonstrating strong analytical and reporting skills.
- Managed inventory and stock take based on consignment contracts and seasonality providing a link between inventory management and customer availability in a retail environment.
- Assessed and mitigated potential risks across sales performance, competition, and market fluctuations, providing data-driven recommendations.
- Ensured efficient product flow to retail locations, optimizing warehouse operations and coordinating product delivery.

6-Sales & aftersales Coordinator at CCA Group - Automotive Department Jan 2012 - Feb 2014

- Contributed to the supervision of a six-person sales and after-sales team, reporting to the CEO.
- Oversaw daily showroom operations, ensuring seamless customer interactions and demonstrating strong customer-facing operational understanding.
- Streamlined customer inquiry management across multiple channels (cold calls, on-site visits), ensuring timely follow-up and resolution to enhance customer satisfaction.
- Developed and implemented a customer database and feedback log to track interactions and gather valuable insights.
- Collaborated with the maintenance team to align schedules with customer needs, translating customer requirements into operational adjustments.
- Partnered with HR to recruit, select, and train team members on new products, services, and systems, ensuring effective knowledge transfer.

- Proactively conducted risk assessments and developed mitigation plans to address potential challenges.
- Contributed to the development of the annual budget and expense plan for the maintenance department, showcasing data-driven financial planning skills.
- Utilized system data to identify opportunities for product and service efficiency improvements.

EDUCATIONAL BACKGROUND

COMPUTER SKILLS

LANGUAGES

- English | Spoken | Written (Professional)
- Arabic | Spoken | Written (Native)
- French | Spoken | Written (Basic).