

# MARIETTE B. ABI GHANEM

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## EDUCATION

**Holy Spirit University of Kaslik (USEK) Kaslik, Lebanon**

Sep 11 - Jun 14

- Masters in Biochemistry: Pharmacology and Cosmetology

**Lebanese University Fanar, Lebanon**

Oct 07 - Jun 11

- Bachelor of Science, Biochemistry

## WORK EXPERIENCE

Export Sales Manager **Plasti Lab S.A.R.L. Beirut, Lebanon**

Mar 24 - Present

- Secured new clients and expanded market presence through strategic partnerships and contract negotiations.
- Contributed to quality audits to ensure product excellence.
- Assisted in resolving customer complaints and streamlined delivery processes with operations teams.
- Handled key negotiations with clients, securing long-term contracts and favorable payment terms.
- Worked closely with the product development team to adjust products based on market needs.
- Managed a team of sales officers, reviewed sales performance regularly and made changes to meet and exceed targets.
- Coordinated with marketing, logistics, and finance teams to ensure smooth delivery and high customer satisfaction.
- Demonstrating strong pricing management by updating price lists.

Key Account Manager Europe and Africa **Plasti Lab S.A.R.L. Beirut, Lebanon**

Jan 23 - Mar 24

- Managing Europe and Africa, actively growing in new markets and gaining clients, overachieved my 2023 target.
- Continuously searching for new leads and partnerships while closing deals, signing contracts including negotiating payment terms and delivery dates, following company policies.
- Actively participating in quality audits to maintain and improve quality standards.
- Handling complaints in assistance of the quality team.
- Utilizing market analysis and customer insights to provide innovative product solutions.
- Efficiently managing order delivery and collaborating with warehouse and operations teams.
- Training and on boarding new sales officers.

Export Sales Officer Europe and Africa **Plasti Lab S.A.R.L. Beirut, Lebanon**

Apr 20 - Jan 23

- Exceeded financial sales targets in 2021 and 2022, aligning with KPI objectives.
- Initiated cold calls to engage prospects and implement customer-focused value propositions.
- Developed business in Europe & Africa, while maintaining & expanding the existing partnerships ensuring high customer satisfaction through exceptional sales service.
- Coordinated the communication between different departments.
- Organized and participated in international exhibitions (Medica Dusseldorf, and Medlab Dubai) for enhanced brand visibility and new business generation.
- Managed legal documentation and collaborated with governmental bodies and embassies.
- Prepared international tender documents and ensured fulfillment of requirements upon winning tenders.
- Registered company products in various African countries and MOH.
- Oversaw comprehensive logistics operations.

Senior Sales/Customer service **OMNIPHARMA S.A.L Beirut, Lebanon**

Aug 11 – Mar 20

- Secured full coordination with Scientific Office (Astrazeneca, Roche, Meda, Cheplapharm, Takeda, Thuasne, and Atnahs) proposing creative promotional ideas and developing sales strategies.
- Proactively informed customers about company products, availability, and usage indications.
- Managed customer complaints and feedback, ensuring quick resolution.
- Achieved sales targets by actively promoting and selling OTC products.
- Replaced the assistant manager, ensuring smooth operations.

Sales/Logistics **OMNILAB S.A.L Beirut, Lebanon (temporary phase)**

Mar 16 – Nov 16

- Coordinated with the suppliers (Roche- diagnostics and diabetes divisions- Astrazeneca)
- Developed a customer supply relationship, knowledge in all Roche diagnostics instruments and kits.
- Planned and managed orders, monitor warehouse stock, follow up on delivery and customer service.
- Communicated with different hospitals/laboratories, evaluate and anticipate their product needs and analyze their sales.

Intern, Lab analyst, **MEDLAB Zouk Mosbeh, Lebanon**

May 11 – Aug 11

Customer service officer, **MALIKS BOOKSHOP Kaslik, Lebanon**

Jan 10 – Jun 10

Private Home Lessons, tutoring math physics chemistry and biology for high school students

Dec 08 – Jun 16

Promoter (part time)

Jun 06 – Oct 08

## SKILLS AND ABILITIES

- Certificate of participation: Negotiating our True and False Selves, Developing self-awareness, Assertiveness skills, Managing Fear, Interpersonal Communication Skills Toolbox Skills.
- Completion certificate from Coursera: Strategic Management (Johns Hopkins University), The Data Scientist's Toolbox Skills (Copenhagen Business School)

**Languages** Native in Arabic, Fluent in English and French

**Relevant Skills:** Microsoft office, LinkedIn, Sales Navigator, creativity, time management, strong communication skills, organization, analytical and decision-making.