

LARA SHEHAYEB

CUSTOMER SERVICE AND SALES SPECIALIST

Contact

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- Lebanon
- Lara Shehayeb

About

A well experienced Customer Service and Sales Specialist with strong expertise in customer engagement, sales growth, and relationship management. Skilled in identifying customer needs, delivering tailored solutions, and consistently achieving sales targets. A well experienced Public Awareness and Communications Officer in Disaster Risk Reduction Unit (DRR) for more than 4 years in designing and delivering public awareness campaigns to promote disaster preparedness and risk reduction. Strong background in community engagement, coordination with stakeholders, and clear risk communication. A highly organized Administrative Coordinator and Business Development Specialist with expertise in administrative coordination, document management, and meeting organization. A customer-focused Sales Associate with a strong ability to drive sales and deliver excellent in-store experiences.

Job Experience

Customer Service and Sales Specialist

Skin Society, Lebanon
November 2025 - Present

- Delivering exceptional customer service by addressing inquiries, resolving issues, and ensuring a positive customer experience.
- Driving sales performance by identifying customer needs and recommending suitable products or services.
- Handling customer complaints professionally and providing effective solutions to maintain satisfaction and loyalty.
- Processing sales transactions accurately while managing cash, invoices, and payment systems.
- Maintaining up-to-date product knowledge to confidently promote features, benefits, and offers.
- Building strong customer relationships to encourage repeat business and long-term engagement.
- Collaborating with team members to achieve individual and overall sales targets.
- Monitoring customer feedback and reporting insights to support service and sales improvements.

Public Awareness and Communications Officer - Disaster Risk Reduction Unit

Lebanese Red Cross, Lebanon
July 2021 - October 2025

- Ensuring accurate and efficient reporting processes through proficient data entry.
- Monitoring data collection and facilitating awareness sessions.
- Collaborating on various projects under the donation and supervision of Echo PPP, DRC, UNICEF, NRC, and GRC.
- Supporting Disaster Risk Reduction programs by coordinating activities in line with the Lebanese Red Cross mandate and DRR strategies.
- Preparing regular reports, situation updates, and activity summaries, and sharing them with the reporting initiator and relevant stakeholders.
- Maintaining accurate archiving systems by organizing project documents, reports, assessments, and official correspondence.
- Assisting in risk assessments, data collection, and community-based DRR initiatives across targeted areas.
- Coordinating with internal departments, volunteers, and external partners to ensure smooth implementation of DRR activities.
- Monitoring project progress and contributing to evaluations by compiling data, lessons learned, and best practices.
- Supporting emergency preparedness and response planning through documentation, logistics coordination, and follow-up actions.

Administrative Coordinator and Business Development Specialist

Mission 235, Lebanon
June 2024 - July 2025

- Coordinating administrative operations by managing documents, records, and internal correspondence efficiently.
- Scheduling and organizing meetings, including executive, client, and leasing meetings, and preparing agendas and minutes.
- Preparing and presenting project proposals and updates to clients in a clear and professional manner.
- Supporting business development initiatives by conducting market research and analyzing industry trends.
- Identifying potential business opportunities by researching prospects and qualifying new leads.
- Reaching out to leads through calls, emails, and follow-ups to support sales and partnership growth.
- Liaising with internal teams and external stakeholders to ensure smooth workflow and timely project execution.
- Monitoring deadlines and coordinating tasks to ensure administrative and business objectives are met.

Sales Associate

Jahani & Associates, Lebanon
January 2021 - December 2021

- Assisting customers by identifying needs, providing product information, and recommending suitable solutions.
- Achieving individual and store sales targets by actively promoting products and closing sales.
- Building and maintaining positive customer relationships to enhance satisfaction and encourage repeat business.

Internship

Intern - Data Entry & Research

Dun & Bradstreet, Lebanon
July 2023 - January 2024

- Supporting data entry and research tasks within the organization, ensuring accuracy and efficiency in all operations.
- Collaborating with team members to gather, organize, and input data into relevant databases and spreadsheets.
- Conducting thorough research using various online resources to gather information.
- Verifying data accuracy and completeness, and making necessary corrections or updates as required.
- Assisting in the development and maintenance of data management protocols and procedures.
- Participating in team meetings to discuss project updates and share insights.
- Continuously seeking opportunities to improve data entry and research processes for enhanced efficiency and effectiveness.
- Adhering to confidentiality protocols and maintaining the security of sensitive information at all times.

Workshops and Certificates

- SDG Brain Lab Programme - UN Global Compact Network. 2026.
- Intersection 4.0 program - Injaz Lebanon, 2025.
- Employment Hub Program - The Nawaya Network, 2024.
- Mindset of Growth - Mckinsey & Company, 2024.
- Design Thinking Training - The Nawaya Network, 2023
- Program for Preparing National Leader - Leadership Development institute, 2023.
- Certificate of Completion Mindset & Business Development - Tatweer Baladna, 2022.
- Teaching Women Enhanced English Program - USPEaK, 2022.
- Digital Marketing Vocational Training - Mercy Corps, 2022.

Education

Bachelor Degree in Education

Modern University of Science
and Business
2019 - 2023

Volunteer Work

- Member - Lebanese Red Cross.
- Community Health Worker - Relief International.
- Volunteer - The Nawaya Network, Employment Hub Program.

Skills

- Computer Skills (Microsoft word, Excel, Power Point, Internet Surfing, Systems).
- Leadership Skills.
- Communication Skills.
- Organizing Skills.
- Time Management Skills.
- Critical Thinking Skills.
- Problem Solving Skills.
- Solution Oriented Skills.
- Teamwork Skills.
- Analytical Skills.

Languages

- Arabic, Native - Fluent.
- English, Fluent.