



Roy Abboud

Customer Service Supervisor

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PROFILE

Dedicated professional and leader with extensive experience in team and department management, customer service and digital marketing. Skilled at identifying performance gaps in operations to optimize team performance and growth aligned with the company's objectives.

EDUCATION

Bachelor degree in Business Management, Lebanese University

2015 – 2020

Completed my graduation thesis in "Responsabilité Sociale et Environnementale et Motivation des Employés".

PROFESSIONAL EXPERIENCE

Sales Manager, Beyond Ads

02/2025 – Present

- Handle live or online sales meetings and build relationships with business owners.
- Help businesses (Clients) in implementing their online marketing strategy, from content, ads, website and sales funnel.
- Achieved sales targets, onboarding +100 businesses to work with Beyond Ads within the last 9 months
- Contributed in launching Beyond Ads by handling sales meetings within the first 30 days post training
- Helped launch and optimize a new CRM system
- Proficiency in digital marketing, online advertisement and Meta ads management.

Customer Service Supervisor, ABC sal - Dbayeh

08/2023 – 08/2024

- Supervise and manage the customer service team. Review, analyze, coach and improve their performance.
- Make sure KPIs of the customer service department are achieved, conduct interviews and participate in the hiring process.
- Handled the development of the team on a professional level making sure they reach their potential through coaching and training.
- Improved the decision making, communication skills and technical skills of the customer service team.
- Follow up on all team tasks, while ensuring discipline and adhesion to policies.
- Promote exceptional service and build strong relationships with loyal customers.
- Make sure all cases and complaints reach a satisfactory result.
- Optimize CRM usage, data mining and issue reports
- Maintain a strong relationship with the operations, retail and marketing teams.

Senior Customer Service Agent, ABC sal - Dbayeh

01/2021 – 07/2023

-Team Leader

-Designed a project that helps reduce Call Center Overload.

-Participated and contributed in improving and developing training practices for new joiners in the mall.

-Supported Marketing & Retail events.

Customer Service Agent, ABC sal - Dbayeh

09/2018 – 12/2020

Solve customer complaints, CRM, Loyalty program, tax free, wedding lists, services,...

CERTIFICATES

Improving Your Leadership Communication 

LinkedIn Learning

Leading A Customer Service Team 

LinkedIn Learning

Negotiation Skills 

LinkedIn Learning

Fundamentals of Digital Marketing 

Google Digital Garage - Credential ID 327 4TL KPG

Personal Fitness Trainer Certificate

StepAhead Sports School

SOFT SKILLS

Leadership

Adapting different ways of leading a team, ensuring coaching, motivation and performance enhancement to reach our goals.

Training & Development

Efficient at providing trainings and working on the development of the team

Communication & Presentation Skills

*Proficient at delivering presentations.
Competent in verbal and non verbal communication.*

Problem Solving Skills**Organization & Work Under Pressure****Attention to Details****TECHNICAL SKILLS**

CRM

Optimize CRM functions and issue reports.

Digital Marketing & Meta Ads

Ample of experience in digital marketing, online advertisement and Meta ads strategies and campaigns.

Microsoft Office

Basic Level.

LANGUAGES

Arabic

Native Language

English

Highly Proficient in speaking and writing

French

Limited working proficiency

SIDE OCCUPATIONS

Sports

-Marathon Runner

-Running Coach with Beirut Marathon Association

-Fitness & Post Rehab expert