

Jessica Saad

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Results-driven professional with a background in marketing coordination and admissions, specializing in lead conversion and client relationship management. Proven track record of identifying potential opportunities, presenting service portfolios, and driving organizational growth through persuasive communication. Adept at navigating fast paced agency environments, managing multi-channel workstreams, and maintaining high data integrity within CRM systems. A proactive communicator focused on building long-term client partnerships and delivering targeted marketing solutions that align with business objectives.

Work Experience

Admission Coordinator at Trad hospital Aug 2024 -present

- **Lead Management and Conversion:** Managed the end-to-end onboarding process for high-priority cases, ensuring all complex documentation and compliance requirements were met to facilitate seamless service delivery.
- **B2B Negotiation and Liaising:** Acted as the primary point of contact between insurance providers, medical delegates, and internal departments to negotiate and secure timely authorizations, maintaining a 100% accuracy rate in high-pressure environments.
- **Stakeholder Relationship Management:** Cultivated and maintained strong professional relationships with physicians and external insurance agents, serving as a trusted liaison to resolve conflicts and expedite approvals.
- **High-Volume Communication:** Orchestrated daily correspondence with 30+ stakeholders (physicians, secretaries, and corporate agents), ensuring clear, persuasive, and structured communication to drive operational flow.
- **Data Integrity and Reporting:** Utilized advanced Excel and internal CRM systems to track case progress, manage invoicing, and generate reports that supported strategic operational decision-making.
- **Process Optimization:** Proactively identified bottlenecks in documentation workflows and implemented follow-up strategies that increased department efficiency and reduced wait times for service approval

Marketing Associate at Next big thing Nov 2025- feb 2026

- **Campaign Content Strategy:** Developed and optimized multi-platform digital content, ensuring all brand messaging aligned with client objectives and drove measurable audience engagement.
- **Agency Operations and Client Success:** Streamlined the delivery of campaign assets and client communications, serving as a key coordination point to ensure 100% on-time project execution.
- **CRM and Lead Tracking:** Managed and audited CRM databases to maintain high data integrity, enabling the sales team to track lead progression and campaign ROI accurately.
- **Cross-Functional Collaboration:** Partnered with creative and strategy teams to translate complex client briefs into actionable marketing materials and high-impact communication strategies.
- **Performance Reporting:** Compiled and organized campaign analytics and performance files, providing the data-driven insights necessary for internal reviews and client presentations.
- **Brand Advocacy:** Actively contributed to the development of outreach initiatives, ensuring a consistent and professional brand voice across all digital touchpoints.

Skills

- **Strategic Client Communication:** Professional verbal and written engagement for high-level stakeholders.
- **B2B Liaison and Negotiation:** Experienced in coordinating with insurance entities and corporate delegates.
- **Sales Pipeline and CRM Management:** Proficient in lead tracking, data integrity, and CRM optimization.
- **Multilingual Proficiency:** Fluent in English; functional working knowledge of French.
- **Persuasive Presentation Skills:** Skilled in presenting service portfolios .
- **Advanced MS Office Suite:** Power user of Excel (reporting), Word, and Outlook for business operations.
- **Target-Oriented Prioritization:** Expert at managing 30+ daily interactions in fast-paced environments.
- **Stakeholder Relationship Management:** Proven ability to build trust between internal teams and clients.
- **Proactive Problem-Solving:** Self-motivated approach to identifying bottlenecks and following up.
- **Cross-Functional Collaboration:** History of working with creative, medical, and administrative teams.
- **Digital Asset Management:** Organized handling of campaign files, digital records, and Google Workspace.
- **Attention to Detail:** Rigorous focus on documentation accuracy, compliance, and confidentiality.
- **Adaptive Learning:** Quick to master new digital tools and marketing platforms to support growth.

Education

- Digital Marketing degree – Lebanese American University (2025)
- Meta certified digital marketing (2025)
- Bachelor's in Medical Laboratory Sciences Lebanese International University (2023)