

# Lama Hamze

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## Professional Summary

Customer-focused and results-driven professional with experience in customer support, client relations, and brand representation, delivering high-quality service and strengthening customer loyalty across diverse industries. Skilled in managing client interactions, resolving inquiries efficiently, and representing brand values through professional communication and relationship building. Proven ability to enhance customer satisfaction, support sales objectives, and maintain long-term client engagement through personalized service and proactive problem-solving. Adept at handling multi-channel communications, coordinating with internal teams, and ensuring seamless customer experiences aligned with organizational standards and brand identity.

## Experience

### Fransabank S.A.L.

Beirut, Lebanon

#### Commercial Officer / Commercial Support Officer

September 2017 – Till Present

- Achieved a 10% increase in sales order processing by proactively following up with 10 clients daily, resulting in improved financial performance and client satisfaction.
- Successfully closed over 50% of follow-up unpaid housing loans, collaborating with the loan recovery unit and clients, demonstrating exceptional negotiation skills and effective client relationship management.
- Reduced errors to less than 80% through effective time management strategies, expediting processes and enhancing accuracy, showcasing strong attention to detail and commitment to process improvement.
- Identified and implemented communication facilitation techniques leveraging digital trends, resulting in increased client satisfaction and optimized time management for tackling more challenging objectives.
- Update and maintain client profiles, ensuring accuracy and compliance with KYC, FATCA, and CRS requirements, and assist in opening new client accounts by verifying and processing required documentation.
- Support daily commercial banking operations and client servicing.

### Personal & Brand Assistant to Loujain Adada (Dubai Bling, Netflix)

March 2024 – Jan 2026

- Manage day-to-day administrative and personal tasks, including scheduling, travel coordination, and calendar management.
- Assist with brand collaborations, media appearances, and event participation.
- Handle influencer-related tasks: communication with agencies, content scheduling, and partnership coordination.
- Support in organizing modeling photoshoots, lifestyle campaigns, and fashion events.
- Oversee logistics related to family and household management to ensure smooth daily operations.

### Central Bank of Lebanon (BDL)

Beirut, Lebanon

#### Intern

August 2015 – September 2015

- Developed a comprehensive report on Banque Du Liban's functions, increasing organizational understanding by 20% and highlighting support for entrepreneur organizations like Techhub & Kafalat.
- Achieved a 15% increase in client retention by addressing 95% of inquiries, resolving 85% of issues, and facilitating 80% of account-related activities promptly.
- Provided administrative support leading to a 25% increase in data entry accuracy, a 30% reduction in filing retrieval time, and a 20% improvement in workflow efficiency across departments.
- Streamlined account procedures, reducing processing time by 30% and ensuring 100% compliance while offering personalized assistance to 90% of clients in updating information and resolving inquiries.

**Lebanese American University**  
**Administrative Assistant, Registrar's Office**

Beirut, Lebanon  
September 2014 – September 2015

- Managed organization of over 250 student transcripts and certificates, ensuring accessibility and accuracy of records.
- Effectively directed and managed an average of 30 incoming calls and emails daily, facilitating seamless communication flow.
- Drafted, edited, and proofread 100+ documents, emails, and reports, maintaining high standards of clarity and accuracy.
- Maintained data accuracy by entering information into spreadsheets, databases, and software systems with 99% accuracy.

### **Certifications**

**McKinsey & Company**

Beirut, Lebanon

McKinsey Forward Program

2023

- Developed adaptive and resilient learning techniques by employing problem-solving and communication skills through methodologies such as the EPIC Approach and the Pyramid Principle.
- Explored the foundational principles of agile work, enhancing efficiency and flexibility in my approach.

**ESA Business School in collaboration with Central Bank of Lebanon**

Beirut, Lebanon

Lebanese Regulations Exam (Part of BDL 103 Program)

2019

- Acquired expertise in various loan types, credit risk assessment, and the establishment of collective provisions and general reserves for interest-bearing loans.
- Gained insight into Anti-Money Laundering (AML) compliance protocols, focusing on identifying suspicious activities related to money laundering, fraud, and terrorist financing.

### **Education**

**Lebanese American University (LAU)**

Beirut, Lebanon

Business Administration, Banking and Finance

2017

### **Volunteering**

**G NGO LB**

Beirut, Lebanon

Volunteer

2017

- Conducted research into corporate social responsibility (CSR) practices, focusing on international companies implementing CSR initiatives.
- Contributed to the coordination and execution of the "Earth Hour Lebanon 2017" event, assisting with ticket sales, tent and booth setup, and overseeing the VIP section.

### **Skills**

**Interpersonal:** Account Management & Client Retention | Relationship Building & Stakeholder Management | Key Account Support & Client Portfolio Management, Negotiation, Decision Making, Brand Management

**Technical:** List computer software and programming languages Data Analysis, Financial Reporting, Strategic Planning, Compliance Management, Risk Management, Financial Management

**Language:** Arabic (Native), English (Fluent)