

# HALA EL-HAJJ

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Lebanese & Greek | D.O.B 15/7/1987 | Kafra-Ain Saade, Lebanon

*Results-driven professional with over a decade of diverse experience in loyalty program management, marketing, and customer engagement. Adept at optimizing customer experiences, coordinating complex projects, and driving business growth through strategic initiatives. Seeking to leverage my expertise in loyalty programs, marketing, and client relationship management to contribute to a progressive organization's success.*

## PROFESSIONAL EXPERIENCE

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### **CORAL OIL** – Beirut, Lebanon

#### *Loyalty Program Specialist*

Feb 2023 – Present

- Conduct competitive benchmarking to identify new opportunities for optimizing the Coral Loyalty Application program.
- Monitor and manage the redemption process for the Coral Loyalty program, ensuring a smooth customer experience.
- Write and update content for the Loyalty Application Pass Instructions for Coral Stations (Co-Run & Franchises).
- Develop and write content for various Coral Loyalty Application materials, including Loyalty Pass Instructions for Coral Stations and Business Portal Instructions for Corporate clients.
- Address customer complaints and resolve issues related to the Coral Loyalty Application in a timely and professional manner.
- Coordinate with Coral Stations (Co-Run & Franchise Stations) to resolve concerns or issues regarding the Coral Loyalty Pass.
- Contribute to the training of Coral Station employees on new updates or changes to the Loyalty Application.
- Conduct prospect research, make sales calls, arrange meetings with clients, and send follow-up emails to ensure customer loyalty.
- Participate in activation events at Coral Stations to promote the Loyalty Application and engage with customers.

### **TAMER FRÈRES S.A.L** – Beirut, Lebanon

#### *Marketing Executive*

Oct 2022 – Jan 2023

- Contribute to the brand's annual growth by providing efficient marketing support to the Brand Manager.
- Collaborate with the In-house Media Planner and Brand Manager to develop and execute marketing strategies.
- Identify and evaluate relevant media opportunities to enhance brand visibility and reach.
- Assess the effectiveness of all media campaigns, ensuring alignment with brand goals.
- Manage the media budget by creating and maintaining project sheets, PO numbers, and handling all media-related payment inquiries.
- Oversee POS requests, ensuring alignment with the available budget and managing the process from obtaining quotes to delivery.
- Ensure retailers are kept informed about current/new product launches and provide relevant sales support materials (e.g., master catalogues).
- Maintain effective customer relationship management by assisting with inquiries from retailers and private customers.
- Foster close communication with Brand PR to raise editorial opportunities with media partners.
- Plan and execute brand events with corporate stores, retailers, and external venues while maintaining brand values and staying within budget constraints.

### **THE KODE AND EXCLUSIVE MANAGEMENT** – Beirut, Lebanon

#### *B2B Sales Consultant*

Apr 2022 – Oct 2022

- Conduct in-depth research to identify and target potential business prospects.
- Initiate sales calls to generate leads and introduce the company's products or services.
- Schedule and arrange meetings with prospective clients to discuss their business needs and present tailored solutions.
- Follow up with clients through email and phone communications to maintain engagement and move prospects through the sales funnel.
- Build and maintain strong relationships with key business clients to foster long-term partnerships and repeat business.

### **FACILITATE** – Beirut, Lebanon

#### *Project Coordinator*

Mar 2022

- Coordinate project management activities, resources, equipment, and information to ensure efficient project execution.
- Break down complex projects into manageable tasks and set clear timeframes for completion.
- Liaise with clients to understand and define project requirements, scope, and objectives.
- Assign tasks to internal teams, assist with schedule management, and ensure project milestones are met.
- Ensure that clients' needs are continuously addressed as projects evolve and adjust plans as necessary.
- Assist in preparing and managing project budgets, ensuring financial control and resource allocation.
- Oversee procurement processes, ensuring timely acquisition of materials and services needed for project success.
- Monitor project progress, identify potential issues, and implement solutions to keep projects on track.

### **SOCIETE GENERALE DE BANQUE AU LIBAN (SGBL)** – Beirut, Lebanon

#### *Marketing Operational Officer – Geomarketing and Phygital Channels*

Jan 2014 – Aug 2017

- Contribute to the conception and management of the SGBL website and its subsidiaries, including editorial choices, text assembly, and visual arrangement.
- Write and update content for the websites and mobile application in three languages.
- Maintain and update the SGBL Intranet website to ensure current and relevant information.
- Distribute newsletters, email campaigns, and other communications to engage with customers.

- Coordinate with various departments to update, animate, and publish daily information across all web platforms.
- Benchmark against competitors to identify new opportunities for optimizing web marketing strategies.
- Contribute to the promotional planning and execution of initiatives for the websites.
- Participate in editorial decision-making, testing, and launching of the "Banking with SGBL" mobile application.
- Manage communication related to the relocation, closure of branches, and installation of new ATMs, ensuring clarity and accuracy.
- Assist in the planning and updating of marketing activities to support ongoing campaigns.
- Develop and track action plans for marketing campaigns to ensure timely execution and success.
- Write content for various marketing materials, including brochures, flyers, and online ads.
- Oversee the redemption process for the Rewards.SGBL program to ensure a smooth customer experience.
- Address customer complaints related to SMS notifications on Sogepoints balance and expiration, providing timely resolutions.
- Monitor and maintain branding consistency across SGBL branches, ensuring alignment with corporate standards.
- Send SMS notifications to clients regarding domiciled salaries, ensuring accuracy and timeliness.

**NAJJAR ELECTRONICS** – Beit Mery, Lebanon

*Sales Representative and Operational Assistant*

Jun 2013 – Sep 2015

- Support in-shop sales and after-sales services by providing expert knowledge of tech products, including the latest smartphone models and specifications, etc.
- Stay up to date on trends and updates in the smartphone market to advise customers effectively.
- Manage relationships with suppliers and wholesalers, ensuring smooth product procurement and timely deliveries.
- Sell wholesale products to various shops within the region, expanding product distribution and ensuring customer satisfaction.
- Perform cash transactions using Western Union and OMT platforms, ensuring accurate processing and compliance with financial procedures.

**BANKMED** – Mansourieh, Lebanon

*Operation Support*

Jun 2012 – May 2013

- Execute non-cash transactions, including depositing checks, processing transfers both locally and internationally, issuing bank checks, and handling debit and credit operations on domiciled accounts.
- Process domiciled bills for services such as ALFA/MTC, Ogero, EDL, and internet bills.
- Contact clients to promote new products and services, ensuring up-to-date information and customer engagement.
- Handle account openings, apply for all types of cards, manage subscriptions to mobile applications, and process requests for new checkbooks and internal proxies.
- Activate cards upon delivery and ensure timely activation of checkbooks.
- Process requests for Safe Deposit Box concessions, ensuring proper documentation and customer satisfaction.
- Manage and process requests for Letters of Guarantee (LG) and Letters of Credit (LC).
- Assist clients in obtaining Deposit Certificates for domestic workers and other relevant services.
- Reach out to clients with dormant accounts to encourage reactivation and maintain customer relations.
- Follow up with clients regarding unpaid accounts, working to resolve outstanding balances and ensure smooth financial operations.

**SOCIETE GENERALE DE BANQUE AU LIBAN (SGBL)** – Beirut, Lebanon

*Teller Trainee*

Jul 2011 – May 2012

- Perform cash transactions, including payments and withdrawals, ensuring accuracy and compliance with bank procedures.
- Execute transfers, debit, and credit operations to credit domiciled accounts, maintaining precision in account management.
- Issue bank checks, ensuring proper documentation and timely processing.
- Follow up with clients regarding unpaid payments, assisting in resolving outstanding balances and ensuring smooth transaction flow.

**BANQUE LIBANO-FRANCAISE** – Mansourieh, Lebanon

*Teller Trainee*

Jul 2010 – Sep 2010

- Handle cash transactions, account operations, and client follow-ups, including payments, withdrawals, transfers, issuing bank checks, and addressing unpaid balances.

**BANKMED** – Mkalles, Lebanon

*Teller & CSR Trainee*

Jul 2008 – Aug 2008

- Handle cash transactions, account operations, and client follow-ups, including payments, withdrawals, transfers, issuing bank checks, and addressing unpaid balances.

## EDUCATION

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**SAINT JOSEPH UNIVERSITY (USJ)** – Beirut, Lebanon

2005 – 2009

Bachelor of Science – Business Administration

**COLLÈGE DES SŒURS DU ROSAIRE (CSR)** – Beirut, Lebanon

2002 – 2005

Lebanese Baccaalaureate II – Sociology & Economics

## CERTIFICATIONS

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<b>BEST TRAINING ACADEMY (BTA)</b> – Beirut, Lebanon Certificate in Public Speaking	2024
<b>STARMANSHIP &amp; ASSOCIATES</b> – Beirut, Lebanon Certificate in Effective Communication Skills	2023
<b>INTOACT</b> – Beirut, Lebanon Certificate in Digital Marketing	2017
<b>FORMATECH</b> – Beirut, Lebanon Certificate in Microsoft Excel	2016
<b>TAMAYYAZ</b> – Beirut, Lebanon Certificate in Time and Priority Management	2015
<b>STARMANSHIP &amp; ASSOCIATES</b> – Beirut, Lebanon Certificate in Selling Strategies for Retail Banking	2013
<b>GEORGETOWN UNIVERSITY</b> – Washington DC, US Certificate in English Language Proficiency	2008

## COMPETENCIES

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- **Languages:** Arabic – Native, English – Full Professional Proficiency, Greek – Elementary Proficiency
- **Software:** MS Office, Outlook, Research & Navigation.
- **Core Skills:** Loyalty Program Management, Customer Service, Marketing Expertise, Sales & Business Development, Banking Operations, Project Coordination, Data Analysis & Reporting, Event Planning, Budget Management, Communication, Team Leadership, Collaboration, Organization, Attention to Detail, Adaptability, Time Management.