

Jinan Kaouk

Business Development Specialist

Address: Beirut, Lebanon | **Phone:** +961 76184129 | **Email:** jinankaouk@gmail.com

Nationality: Lebanese/Canadian

Summary

A dedicated and detail-oriented person with 4+ years of experience in the business industry. Proven record of managing and delivering successful projects on time. Effective leader who performs well in collaborative environment with clients, colleagues and stakeholders. Adept at generating leads through various channels such as cold calling, email campaigns, networking, and referrals. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Business Development Specialist – 2023

AL Ahmar Marketing Hub, Dubai & Beirut

- Conducted thorough market research to identify potential clients, industries, and market trends.
- Analyzed competitor activities and market conditions to identify opportunities for business development.
- Generated leads through various channels such as cold calling, email campaigns, networking, and referrals.
- Qualified leads based on predefined criteria to focus efforts on high-potential opportunities.
- Worked with the sales team to develop effective strategies for acquiring new clients.
- Collaborated with the marketing team to align strategies and ensure consistent messaging.

Business Development Representative – 2021 to 2023

Talent minds Digital Marketing Agency, Lebanon

- Initiated outbound communications to engage with leads and generate interest in the company's products or services.
- Crafted compelling messages to capture the attention of prospects.
- Maintained accurate and up-to-date records in the Customer Relationship Management (CRM) system.
- Documented all interactions with leads and update information regularly.
- Collaborated closely with the sales team to ensure seamless handover of qualified leads.
- Communicated effectively to provide insights into prospect needs and preferences.

Advisor Consultant Intern – 2021

MET life Co insurance, Lebanon

- Assisted financial advisors or consultants in managing and servicing client accounts.
- Responded to client inquiries and provided support in addressing their needs.
- Conducted research on financial markets, investment products, and industry trends.
- Provided analysis and insights to support decision-making by the advisory team.
- Assisted in preparing presentations for client meetings, seminars, or workshops.
- Created materials that effectively communicate investment strategies and market insights.

Tele Marketer – 2020

So Pure Company, Lebanon

- Identified and qualified leads through effective questioning and communication.
- Updated lead information and maintained accurate records in the database.
- Developed a thorough understanding of the products or services being promoted.
- Answered customer questions and provide detailed information.
- Follow provided scripts while maintaining a natural and conversational tone.
- Customize scripts as needed to address specific customer inquiries.

Medical Representative – 2019

Emena Pharma, Lebanon

- Promote and detail medical and pharmaceutical products to healthcare professionals, including physicians, nurses, and pharmacists.
- Communicate the features, benefits, and therapeutic uses of products effectively.
- Establish and maintain strong relationships with healthcare professionals within the assigned territory.
- Conduct regular visits to medical offices, clinics, and hospitals to build rapport.
- Stay informed about the latest medical and pharmaceutical products, industry trends, and competitor offerings.
- Provide accurate and up-to-date information to healthcare professionals.
- Set and achieve sales targets within the assigned territory.
- Develop and implement strategies to maximize product sales and market penetration.
- Gather market intelligence and customer feedback to identify opportunities and challenges.
- Provide insights to the marketing and sales teams for product improvement and development.
- Represent the company at medical conferences, seminars, and trade shows.
- Coordinate and organize product presentations or demonstrations.
- Ensure adherence to regulatory guidelines and compliance with company policies.
- Provide accurate and ethical information about products.

Public Relations Assistant – 2016 to 2018

Derma Company, Lebanon

- Support the planning and execution of events, press conferences, and product launches.
- Coordinate logistics, manage invitations, and ensure smooth event operations.
- Assist in managing and updating social media channels to maintain an active and engaging online presence.
- Monitor social media platforms for trends and engage with the online community.
- Build and maintain positive relationships with journalists, bloggers, and influencers.
- Assist in responding to media inquiries and requests.
- Assist in developing internal communication materials, including newsletters and announcements.
- Coordinate with different departments to gather relevant information.
- Maintain an updated media contacts database.
- Ensure accuracy in contact information and preferences.

Education

Bachelor's Degree in Public Relations – 02/2012 to 05/2016

Lebanese International University, Beirut, Lebanon

Skills & Expertise

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| • Phone Call script | • Market Research & Knowledge |
| • Fact findings | • Research Skills |
| • Referrals | • Emotional Intelligence |
| • Financial Study | • Cultural Awareness |
| • Business Analysis | • Microsoft Word |
| • Planning & Organization | • Microsoft PowerPoint |
| • Business Development | • Microsoft Excel |
| • Sales Techniques & Strategy | • CRM |

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent