

Soumaya Radwan

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Recruiter | Sales Consultant | Client Management | Educational Leadership

Detail-oriented Recruitment and Program Coordination Professional with proven experience in enrollment management, CRM systems, and client relations. Adept at optimizing processes, coordinating cross-functional operations, and maintaining strong stakeholder engagement. Currently seeking to transition into **Talent Acquisition or Project Management** roles to leverage my communication skills, organizational strengths, and data-driven approach to recruitment and workflow efficiency.

CORE COMPETENCIES

- Recruitment & Talent Acquisition
- CRM & Applicant Tracking Systems
- Enrollment & Onboarding Coordination
- Project & Process Management
- Data Analysis & Reporting
- Client & Stakeholder Relationship Management
- Communication & Presentation Skills
- Team Leadership & Performance Skills
- Campaign Optimization & Outreach Strategy
- Consultative Sales & Negotiation

WORK EXPERIENCE

American University of Beirut – Beirut, Lebanon (On-site)

Program Recruiter

2024 – Present

- Coordinated end-to-end enrollment and onboarding projects using CRM systems, improving student tracking and outreach efficiency.
- Led and supported a team of enrollment coaches; monitored KPIs and aligned marketing, admissions, and program goals to boost conversion rates.
- Collaborated with MARCOM and program managers to optimize campaigns, enhancing applicant experience and helping achieve year-over-year enrollment growth.
- Conducted data analysis to assess campaign performance, identify bottlenecks, and implement process improvements that reduced response time.
- Developed marketing collateral and presentations for recruitment events and reporting initiatives.

Al Gooru – Riyadh, KSA (Remote) – BDD (On-site)

Sales Representative

2023 – 2024

- Built consultative relationships with clients, skills directly transferable to candidate sourcing and recruitment
- Conducted inbound calls with potential clients to comprehensively understand their needs and preferences, effectively aligning prospects with the most suitable offerings.
- Consistently owned and achieved sales targets on a quarterly basis.
- Managed the entire sales process for clients, from acquisition to renewal, including upselling and cross selling, and ensured diligent follow up.
- Handled objections and concerns to guide prospects towards making informed purchase decisions.
- Executed upselling and cross selling strategies with existing clients in the sales pipeline, resulting in increased individual revenue.
- Worked on several metrics including TTR and ART to enhance efficiency and boost sales on an individual and team level.
- Actively participated in sales training programs aimed at enhancing skills and techniques, fostering continuous professional development.

Brandellia – Dubai (Remote)

Freelance Copywriter and Translator

2023

- Translated written content from one language to another while maintaining the original meaning and intent.
- Edited and proofread copy to ensure accuracy, consistency, and clarity.
- Tailored language and tone to align with guidelines and effectively communicate the intended message.

Jesuit Refugee Service – Lebanon (On-site)

Part-Time English Remedial Tutor

2023

- Delivered English, Math, and Science remedial lessons to Syrian refugee students (Grades 1 and 3).
- Developed targeted lesson plans aligned with governmental school curricula to meet students' academic needs.

LWIS - CIS – Lebanon (On-site)

Elementary Homeroom Teacher

2013– 2021

- Taught English, Math, and Science to students in Grades 2–5 through inquiry-based and student-centered learning.
- Designed and implemented comprehensive lesson plans and curricula to enhance academic performance and engagement.
- Provided individualized tutoring support to students, reinforcing classroom concepts and improving learning outcomes.

EDUCATION

Bachelor of Elementary Education	
<i>Lebanese American University, Beirut, Lebanon</i>	<i>2010– 2013</i>
Elementary Education Teaching Diploma	
<i>Lebanese American University, Beirut, Lebanon</i>	<i>2010– 2013</i>

CERTIFICATION

- AI Starter Kit Certificate I AUB
- Preparing and Responding to Active Shooter Incidents | UNDSS
- BSAFE| UNDSS
- Prevention of Sexual Exploitation and Abuse (PSEA) | UNICEF
- Certificate of Achievement in Child Protection| NSPCC Learning CPD Certified
- Gifted and Talented Program | LWIS-CIS

SKILLS

- Project coordination | Recruitment | ATS | Communication | Reporting | Team leadership
- Consultative Selling
- Proficiency in CRM
- Communication
- Time Management

LANGUAGES KNOWN

- Arabic: Native
- English: Excellent
- French: Good