

SARA ALI SALEH

Executive Assistant | Operations Manager | Customer Success & Business Operations+961 71

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Lebanese | | Beirut, Lebanon

Results-driven E-Commerce Operations Manager with extensive experience in managing customer service, onboarding, and operational workflows across digital platforms. Skilled in streamlining processes, building SOPs, and coordinating cross-functional teams to optimize the online customer journey. Strong background in e-commerce operations, including order management, logistics coordination, refund handling, and CRM administration. Proven ability to enhance efficiency, improve KPIs, and deliver exceptional service in fast-paced environments.

PROFESSIONAL EXPERIENCE

NORTH DIGITAL LLC – USA

E-commerce Operations & Support Manager (Remote) Jan 2024 – Present
Customer Support, Operations & Executive Coordination

- Respond to customer inquiries via email and live chat, ensuring timely resolution and a high level of customer satisfaction.
- Manage end-to-end customer lifecycle support, including onboarding, order inquiries, refunds, returns, and account management.
- Monitor and analyze customer feedback to identify trends, implement improvements, and enhance the overall customer experience.
- Manage CRM systems to track customer journeys and streamline communication.
- Coordinate with fulfillment partners to ensure timely order processing and delivery updates.
- Manage executive calendars, schedule meetings across multiple time zones, and coordinate daily operational priorities.
- Monitor Slack communications and serve as the primary liaison between Sales, Support, Onboarding, Coaches, and Leadership teams.
- Prepare weekly KPI dashboards, operational reports, and executive briefings for leadership.
- Create and maintain over **20 Standard Operating Procedures (SOPs)**, training guides, FAQs, and operational documentation to improve efficiency and support company growth.
- Coordinate cross-functional projects, monitor deliverables, follow up on outstanding tasks, and ensure deadlines are met.
- Lead recruitment support by assisting with candidate interviews, onboarding, training, coaching, and performance development.
- Proactively identify operational bottlenecks and implement process improvements that enhance efficiency, customer satisfaction, and team productivity.
- Maintain the confidentiality and security of customer, operational, and company information in compliance with internal policies.

Onboarding & Client Success Management

- Serve as the primary point of contact for new students, managing the full onboarding process from initial call to mentor assignment.
- Onboard new members and deliver system training through scheduled Zoom/Slack calls, ensuring smooth adaptation.
- Follow up with members post-onboarding to confirm engagement, resolve roadblocks, and ensure satisfaction.
- Set up and manage internal Slack communication channels between students and mentors for streamlined guidance and support.
- Assign mentor credits, track progress, and ensure successful mentor-student alignment.

Operations & Team Coordination

- Built and implemented the full Standard Operating Procedure (SOP) for Build farm’s onboarding, support, Coaches and mentors, Coach
- Hiring and training process, new member onboarding, and communication processes.
- Report directly to the CEO and COO with weekly performance insights and operational updates.
- Act as the bridge between the **Sales, Support, and Coaching** teams to ensure consistent communication, alignment, and execution.
- Oversee daily administrative tasks including record-keeping, appointment scheduling, and account audits.
- Coordinate with internal departments to escalate technical issues and maintain operational continuity.
- Ensured compliance with platform policies and payment gateways.

Training & Leadership

- Train and mentor new hires in support and onboarding roles, ensuring clarity on systems, tone, and process adherence.
- Guide effective communication and problem-solving to elevate overall team performance.
- Generate and analyze reports on onboarding and support performance to identify trends and opportunities for improvement.
- Ensure the delivery of exceptional customer service through structured support systems, ongoing coaching, and operational leadership.

NGN CORP – Beirut, Lebanon

Noc Coordinator and Technical Support May 2023 – Present

- Update and send rate offers to customers, ensuring accuracy and alignment with current market conditions.
- Maintain detailed records of each customer's rate exceptions, ensuring data integrity and accessibility for future reference.

- Test route quality daily based on sales requests, proactively monitor daily statistics, and identify potential issues or improvements.
- Recommend optimized routes to the sales team based on comprehensive testing results, enhancing service quality and customer satisfaction.
- Regularly update unified price lists for all customers, adapting to market changes and customer-specific needs.
- Coordinate and send weekly promotions to customers, leveraging sales recommendations to drive engagement and increase sales.
- Resolve technical issues related to route configurations and quality, minimizing downtime and maintaining service reliability.
- Handled escalated cases related to billing, refunds, and service interruptions.

GOLEAD_FZC – Dubai, UAE

Student Affairs Specialist (Remote)-Contract

Jan 2023 – Dec 2023

- Acted as the primary point of contact between students and the university, ensuring clear communication and efficient resolution of inquiries.
- Responded to student inquiries via phone, email, and ticketing system, delivering prompt and effective support to enhance the overall student experience.
- Resolved technical issues related to educational tools and platforms (e.g., learning management systems, email, student information systems), minimizing disruptions to student learning.
- Processed and closed support tickets in a timely and professional manner, maintaining a high standard of customer service.
- Monitored and managed student account access and permissions, ensuring secure and appropriate access to educational resources.
- Collaborated with faculty and staff to address and resolve student needs, fostering a supportive and inclusive educational environment.
- Conducted weekly check-in calls with students to provide ongoing support and address any concerns proactively.
- Participated in student support initiatives and projects, contributing to the continuous improvement of student services and overall satisfaction.
- Maintained accurate and detailed records of student interactions and support requests, ensuring data integrity and accessibility for reporting and analysis.
- Monitored student support metrics and prepared detailed reports to inform decision-making and optimize service delivery.
- Generated weekly, monthly, and yearly reports on ticket resolutions, tracking progress and efficiency.
- Compiled and analyzed data on new student onboarding, providing actionable insights to improve the enrollment and integration process.
- Provided comprehensive training to students on various educational tools and platforms, empowering them to fully utilize available resources.
- Assisted in coordinating and executing student events and orientations, helping to create a positive and welcoming campus experience.

AL MASHRIQ ENERGY (NEXT SOLAR) – Beirut, Lebanon

Sales and Customer Support Specialist

May 2022 – Feb 2023

- Handle and communicate with customers to provide appropriate solutions and alternatives within time limits, ensuring high levels of customer satisfaction.
- Provide knowledgeable answers to questions regarding product features, pricing, and availability, helping customers make informed decisions.
- Maintain comprehensive customer records, process customer accounts, and manage all necessary documentation using the CRM database.
- Engage potential customers in meaningful dialogue, identifying and creating sales opportunities to drive business growth.
- Ensure client and company confidence by maintaining strict confidentiality and security of sensitive information.
- Assist the logistics department in determining accurate transportation costs for products, contributing to cost-effective shipping solutions.
- Organize, coordinate, and follow up with warehouses to ensure timely product delivery, and assist the procurement department in sourcing and inventory management.

SMART SOURCE – Beirut, Lebanon

Customer Service and Call Center Agent- WFP Program (United Nations)

Jan 2021 – Mar 2022

- Receive and manage incoming phone calls to accurately identify refugee requirements, ensuring prompt and appropriate responses.
- Actively listen to refugees' complaints and concerns, linking them with relevant services and providing accurate information to address their queries.
- Provide basic counseling and support to special hardship families and other refugee families, offering empathy and guidance during challenging times.
- Establish and maintain data quality, consistency, and accuracy in all records, ensuring reliable information for service provision.
- Follow up and collaborate with the focal point to discuss and resolve complaints, ensuring timely and effective solutions for refugees.

WAHHAB'S TRADING – Beirut, Lebanon

- Excel in financial services, specializing in tax collection, fee payments, and managing mechanics and insurance transactions with a deep understanding of Ministry of Finance operations.
- Leverage a five-year tenure and certification from OMT to efficiently handle financial transactions and services.
- Provide exceptional customer service by identifying client needs, offering detailed product information, and making personalized suggestions to enhance customer satisfaction.
- Manage the entire sales process, from crafting proposals and quotations to negotiating terms and consistently achieving sales targets.
- Analyze market trends by collecting and interpreting customer information, contributing valuable insights to inform sales strategies.
- Effectively manage existing and potential customer accounts, ensuring a high level of sales achievements and strong client relationships.
- Utilize company resources efficiently, including inventory management and advertising strategies to maximize operational effectiveness.
- Possess extensive knowledge of cell phone software, adding technical expertise to support customer interactions and product offerings.
- Maintain a versatile skill set, encompassing financial services, sales, customer service, and market analysis to drive business growth.

EDUCATION

CIS COLLEGE – Beirut, Lebanon	2020
Travel and Tourism Certificate	
MUBS UNIVERSITY – Beirut, Lebanon	2016
Master’s Degree – Social Work	
SIDON UNIVERSITY COLLEGE – Saida, Lebanon	2012
Bachelor of Business Administration	

COMPETENCIES

- **Languages:** Arabic – Native, English – Professional Working Proficiency.
- **Software:** MS Office, Outlook, Research & Navigation.

Core Skills

CRM, Automation & Business Systems

- CRM Administration (Close CRM, Help Scout, HubSpot, GoHighLevel)
- GoHighLevel (GHL) Setup & Workflow Management
- HubSpot CRM Administration
- Monday.com Project & Task Management
- Zapier Workflow Automation & System Integrations
- AI Automation Monitoring & Fire Log Review
- Google Workspace (Gmail, Docs, Sheets, Calendar, Drive)
- Slack Workspace Administration
- Zoom Meeting Management
- Process Automation & Workflow Optimization
- Data Management & CRM Maintenance
- System Troubleshooting & Technical Support

Executive Support & Business Operations

- Executive & Administrative Support
- Calendar & Schedule Management
- Inbox & Email Management
- Meeting Coordination
- Project Coordination & Task Tracking
- Cross-Functional Team Collaboration
- Performance Reporting & KPI Dashboards
- SOP Development & Process Documentation
- Process Improvement & Workflow Optimization
- Recruitment & Candidate Screening
- Team Training & Onboarding
- Confidential Information Management

Customer Experience & Operations

- Customer Service & Retention
- Customer Relationship Management (CRM)
- Technical Support & Troubleshooting
- Refunds, Returns & Dispute Resolution
- E-Commerce Operations & Workflow Management
- Customer Experience & Digital Support
- Order Fulfillment & Logistics Coordination
- Account Management
- Sales Support
- Lead Qualification
- LinkedIn & Digital Platform Outreach

Leadership & Communication

- Team Leadership & Coaching
- Verbal & Written Communication
- Internal Communication (Slack, Zoom, Email)
- Problem Solving & Critical Thinking
- Strategic Planning
- Attention to Detail
- Time Management
- Adaptability & Organization
- Active Listening & Conflict Resolution
- Market Research & Analysis