

# Julie Abi Karam

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## Education

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2016 – 2018	<b>Université Saint-Joseph de Beyrouth - Lebanon</b> Masters in «Marketing & Advertising»
2016 – 2018	<b>Université Grenoble Alpes, Grenoble - France</b> Masters in «Marketing & Communication»
2013 – 2016	<b>Université Saint-Joseph de Beyrouth - Lebanon</b> Bachelor in « Business & Management »

## Professional Experience

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July 2018 – Present	<b>Marketing &amp; CRM Officer</b> Gargour Automotive Company
March 2017 – July 2018	<b>Marketing &amp; CRM Coordinator</b> Gargour Automotive Company

**Gargour Automotive Company** is the only authorized distributor for FCA Brands (Alfa Romeo, Jeep®, Chrysler, Dodge, Ram, Fiat, Abarth, Fiat Professional and Mopar®) in Lebanon

### Client Data base management

- Regularly monitor quality and accuracy of client data
- Monitor data updates and identification of duplicates, merging, reassignments, etc.
- Monitor Annual database cleaning
- Work closely with the IT department in an effort to better understand all CRM feeds and data flowing in and out of CRM program management tools

### Customer care and call center handling

- Manage and supervise the call center team activities
- Initiate customer retention activities and campaigns
- Distribute tasks and set target for all agents to meet up with

- Conduct regular review of all call center agents to maximize campaign effectiveness and improve customer satisfaction
- Gather feedback from all agents and ensure that the business's consumer relations programs are effective
- Coordinate with the Sales and Aftersales department to ensure customer satisfaction
- Monitor complaints cases status and ensure customer satisfaction
- Handle complaints when necessary

### **Reporting & Data extractions**

- Perform extractions and analysis of client data for multiple purposes: client profiling, campaign targeting, events invitation, customer retention analysis
- Produce ROI reporting on events, online and offline marketing & CRM campaigns
- Execute reports showing the feedback of the customer retention activities
- Analyzing figures and results to set new customer retention targets

### **Budget**

- Build CRM & Marketing budget with the assistance of CRM & Marketing Manager
- Closely monitor actual spend versus budget throughout the year

### **Event List management & PR**

- Extract client lists based on criteria needed
- Manage event invitations logistics, coordinate printing, dispatch and delivery of invitations
- Manage multiple suppliers
- Manage event and check-in onsite
- Write a press release when needed

### **Inventory Management & logistics**

- Consolidate requirements for the company and complete orders with head office/local suppliers as necessary
- Place order for CRM gifts and manage all related logistics
- Monitor and replenish stock levels of all inventory: CRM gifts, booklets, greeting cards, customer cards

## Marketing and social media

- Develop and execute marketing and public relations campaigns
- Set up and implement a timetable of promotion activities and marketing plans
- Stay up to date with Market and online trends, conduct market research and identify new opportunities and competitors
- Manage and oversee social media content, website amendments and offers publishing
- Ensure digital marketing content aligns with the overall business identity and message
- Give detailed briefs to internal and external parties
- Liaise with local and international teams and creative agencies to develop concepts when needed and localize content
- Act as a key liaison among various local and international teams and media agencies that contribute to the overall social media plan development process and ensure all deliverables are met on time
- Update guidelines when needed for agencies and suppliers

## Qualifications & Skills

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- Advanced Excel, PowerPoint and Word
- Able to quickly learn new systems and tools
- Able to manage and run across agency team
- Experience in database management, information systems, analytical and reporting tools
- Experience in client management and handling complaints
- Efficient problem solver with Strong communication skills
- High attention to details
- Excellent analytical skills
- Follow up skills
- Ability to multi task, prioritize and meet deadlines
- Strong initiative and motivation
- Positive attitude, good sense of humor, dependability, flexibility and transparency
- Language: Native Arabic, Fluent French & English

## Certifications

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May 2015

**Saint Louis University – Mississippi, US**  
English Proficiency Certificate

\*References are available upon request