

Sarah Kansa

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Nationality: Lebanese

Status: Single

Date of birth: 21/12/1990

Objectives

Seeking a Senior Marketing position where I can use my expertise and knowledge to make a positive contribution to the company

Experience

- **Sehnaoui Plant Group of Companies (October 2014 - Current)**

Marketing Analyst

- Develop and implement marketing plans and business development strategies across each market the company is currently operating and seeking to enter
- Develop and update the external marketing material, including the company website and company brochures
- Manage the preparation for all events
- Prepare marketing reports by collecting, analyzing, and summarizing sales data
- Maintain and keep up to date the content of all internal and client databases
- Implement and manage the CRM database and serve as the main administrator of the CRM system work

- **Occasions (December 2015 - Current)**

Social Media Executive

- Maintain Facebook, Instagram, and other social media accounts
- Responsible for generating fans and followers organically by reaching out to influencers
- Communicate with fans and followers
- Create new ideas and strategies in order to engage a new audience

- **EduDMG (April 2014 - October 2014)**

Sales and Marketing Coordinator

- Develop marketing strategies in boosting sales
- Study competitors' products and services
- Meet with suppliers
- Supervise social media outreach
- Deliver content via LinkedIn, Twitter, Facebook, email
- Create and update customer accounts via CRM
- Help in creating an online product directory
- Lead the maintenance and development of the directory
- Meet with the editing team to develop site content and appearance

- **Mahmoud Sales Trading Est. (May 2012 - April 2013)**

Branch Manager/Sales Representative

- Manage customer service and sales

- Maintain contact and friendly relationships with customers and suppliers
- Responsible for the cost effective requisition supplies of needed equipment providing staff supervision, training, coaching, and mentoring to promote the products
- Building team spirit
- Coordinate all aspects of sales and service delivery with other areas of the organization to facilitate superior and continuing customer sales and service

Education

Digital Marketing Institute (2018)

Certificate in Digital Marketing

Rafic Hariri University (2008-2011)

Bachelor degree in Business Marketing

Al Qualaa School (2007-2008)

Lebanese Baccalaureate in Humanities

Languages

- Arabic (Native proficiency)
- English (Full professional proficiency)
- French (Limited work proficiency)
- German (Elementary proficiency)

Skills

- Personal Skills:
 - Good experience in customer service and public relations
 - Able to delegate, coordinate, and multitask
 - Creative, innovative, and self-motivated
 - Resourceful, flexible, and well organized
 - Strong analytical power and problem solving ability
 - Capable of thinking outside the box
 - Able to work in a team and independently
 - Able to meet deadlines
- Computer Skills:
 - Proficient in the use of internet
 - Excellent in Microsoft Office: Word, Excel, and PowerPoint

Hobbies

Reading, jogging, cooking, photography and exploring places

References

Available upon request