

Joanna Assaad Jaber

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EDUCATION

General MBA | American University of Science and Technology.
September 2017 – present

BS-Travel and Tourism Management | American University of Science and Technology.

September 2013 – February 2017
GPA 3.71/4 graduated with distinction

Bac II -Socio-economic | Saghbine High School, Bekaa.
From 2012 till 2013



EXPERIENCE

MARCOM and sales Executive | ParkTower Suites Hotel

April 2018-PRESENT

MarCom responsibilities: Overseeing and developing marketing campaigns, conducting research and analyzing data to identify and define audience. As well preparing promotional activities and managing campaigns on social media. Maintaining the official website of the hotel as the only admin.

Sales responsibilities: Support of sales processes via phone calls to the customers.

Introducing the services to customers in order to follow up with further steps of the sales process, carrying out market research on how to address customers.

Preparation of sales reports and comparisons of competitors' offer conditions

Travel Consultant | Kurban Travel

April 2015 – April 2018

Advising the clients on suitable options for domestic or international destinations, tours, accommodation, transport, insurance and fares.

Preparing customized itineraries to suit the clients' preferences and budget.

Making and confirming bookings, often via a Global Distribution System. Issuing tickets or relevant documents.

Working on websites and social media platforms, as well handling the sales force program in the information center department

Sales assistant | Retail Group-ABC Ashrafieh

MAY 2014 – SEPTEMBER 2014

Working as part of the sales team to develop both new and existing markets. Involved in developing sales and pricing strategies.

Liaising with customers and the dealer network to answer and resolve their inquiries. Writing accurate and informative sales reports and documentation.



QUALIFICATIONS

Future Learning online | Digital Marketing Diploma

BEIRUT, PRESENT

Diplôme D'études en Langue Française DELF | Niveau B2-Intermediate

SÈVRES, MARCH 2017

International computer driving license ICDL | ICDL Profile certification

BEIRUT, JANUARY 2017

STANDARDS Training Center | Mastering Customer Service Excellence Course

BEIRUT, JANUARY 2016

International Air Transport Association IATA | Foundation in Travel and Tourism

MONTREAL, JUNE 2015



SKILLS

Languages

Arabic - Mother tongue
English - Fluent written and spoken
French - Fluent written and spoken

Computer Skills

- Excel, Access, Word.
- PowerPoint, Photoshop.

System Knowledge

- Sales Force
- PMS Partners Managerial Systems
- GDS Amadeus.
- SPSS- Statistical Package for the Social Science

Personal competencies

Good communication both written and oral.
Capable for analyzing and solving problems.
Doing work with timely manner, responsible for all tasks assigned and punctual.