

SANDREEN HITTI HADDAD

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CAREER HISTORY

- **DIGITAL MARKETING CONSULTANT** **2018 PRESENT**
Freelancer
 - Providing Digital Marketing and Social Consulting to start ups and small business.
 - Help in identifying company's Digital Marketing Strategy including their daily, weekly, monthly, and year online presence and performance.
 - Create effective messages that are used in Social Media Posts.

- **PROSPECTING AND MARKETING MANAGER** **2015 PRESENT**
Altronix Engineering SARL
 - Established website, blue print, and brochure that highlights company's mission
 - Develop Greeting cards for all occasions.
 - Plan, organize, and finalize stand requirements in offshore exhibitions such as Gulfood Manufacturing exhibition- Dubai.
 - Prepare Marketing strategy for the company and stuff.
 - Identify marketing opportunities by identifying consumer requirements.
 - Prospecting, collecting, analyzing, and summarizing data and trends.
 - Spare parts sales for both current and old customers

- **OPERATIONS MANAGER** **2012→ 2015**
FAMILY CARE SAL *(sister company for Establishment Antoine Massoud)*
 - Responsible of improving the operational system and policies based on company's mission.
 - In charge of preparing monthly sampling report to our customers: P&G, HENKEL, TAMER HOLDING, MEDEX, MECATTAF, SANITA, LANDMARK & INTERMEDIC.
 - Management of company's budget.
 - Prepare P&L of the company.
 - Create offers based on clients targets, needs, budget.
 - Supervise office and employees program on weekly basis.
 - Set up business meetings on daily basis to reach our targeted clients.
 - Compose daily routing for employees.
 - Prepare payrolls for employees.

➤ **OPERATIONS MANAGER**
TONACO SAL

2011 → 2012

- Understand client's demands and project and intend to prepare them best offers.
- Maintain good relationship with clients.
- Insured delivering the project as agreed on and before deadline.
- Plan offers that highlight the quality and service of the company.
- Prepare Payrolls for employees.
- Organize weekly schedule including the routing and working hours of employees.

➤ **SENIOR SALES EXECUTIVE**
SUNHILLS LTD NIGERIA

2009 → 2011

- Identify client's needs and budget in order to provide guidance to the right choice.
- Highlight the main aspects of the project especially the ones that interests the clients.
- Negotiate with the price and try to give best prices that suit both parties.
- Work on meeting sales goals.
- Highlight quality service which is set by the company.

EDUCATION

- **MBA- AUST**
In Digital Marketing **2018**
- **BS- AUST**
In Marketing and Advertising **2008**
- **High School – SECONDARY EVENGELICAL SCHOOL**
In Sociology and Economics **2003**

TRAININGS

- **Business Colors**
- **Situational Leadership skills**
- **TRUST**
- **Business Etiquette**
- **5 Choices**
- **Planning & Decision-Making Process**
- **6 Hats**
- **Lateral Thinking**

All trainings were given by Starmanship @ Associates

PC SKILLS

- **Administrative tasks:** Microsoft Office (Outlook, Excel, Word & Power point), Internet browsing.
- **Adobe Illustrator CC**

DIGITAL SKILLS

- Wide knowledge about SEO, SEM, PPE, PPC, affiliated marketing, website traffic, social media, conversion optimization, analytics, and its importance

LANGUAGES

- Arabic(native)- fluent
- English- fluent

Hobbies and activities

Swimming, traveling, biking & reading.

Acquired Skills:

- Ability to work under pressure and meeting deadline.
 - Creative problem solving.
 - Communication and interpersonal skills.
 - Organization and prioritization skills
 - Capability to learn new methods and coop with it.
 - Capability to work in a team.
 - Accuracy and Attention to details
 - Leadership skills
 - Ability to set SMART Goals
 - Planning skills to reach accomplish defined goals
 - Fast-Action
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