

# CHARLEN BADER

## ABOUT ME

June 21, 1994  
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charlen\_bader@hotmail.com  
Halat, Jbeil, Lebanon

## EDUCATION

- 2012 - 2017 • **Notre Dame University - Louaize**  
Bachelor of Arts in Advertising & Marketing  
• **IAA - International Advertising Association**  
Certificate in Communication
- 1997 - 2012 • **Collège Central Jounieh**  
Advertising Arts
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## EXPERIENCE

August 2018 - Present

### CRM Coordinator

#### Gargour Automotive Company

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

- Conduct market research and analyze data
- Perform data cleaning, mapping, merging and statistical testing
- Create monthly, quarterly, yearly reports and presentations
- Evaluate all activities using ROI and KPI measures
- Build, test, schedule and send SMS and email targeted campaigns
- Handle customer complaints by conducting root cause analysis
- Filter inquiries and turn leads into prospects
- Prepare and organize on-site events
- Perform outgoing calls and follow up
- Monitor call center activities
- Liaise with local and regional teams, agencies and suppliers
- Create database models and dashboards

June 2017 - July 2018

### Marketing & Social Media Executive

#### Empire Auction

- Manage social media platforms, write and edit posts, and promote social media campaigns
- Implement a timetable of promotion activities
- Monitor and evaluate the company's performance
- Assist in building and tracking marketing budget
- Review customer comments and give support via online chat
- Stay up to date with market trends and competitors activities
- Organize events and product exhibitions

**April 2015 - July 2018**

**Administrative Assistant (June 2017 - July 2018)**

**Bouddha Cité Sportive**

- Process payroll and maintain personnel records
- Organize championship events
- Monitor and replenish stock levels of all inventory
- Train and supervise staff
- Meet with prospective clients
- Handle complaints and resolve administrative problems

**Receptionist (April 2015 - May 2017)**

- Collect customer data and maintain database accuracy
- Maintain organized filing system
- Answer inquiries and inbound calls
- Prepare invoices and process payment
- Write correspondence letters and memos

**June 2010 - April 2015**

**Promoter & Hostess**

**Talents Management Advertising Agency**

- Provide support and assistance to staff and visitors during an event
- Assist with event planning and check in on-site
- Prepare sales areas and set up promotional displays
- Introduce, promote and sell the company's products and services
- Distribute promotional materials
- Answer customer questions regarding products
- Achieve sales targets within schedule

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## **S K I L L S**

- Languages: native Arabic, fluent English & French, basic Spanish
  - Microsoft Office (Excel, PowerPoint, Word, Outlook)
  - Adobe (Photoshop, Illustrator, InDesign, After Effects)
  - Salesforce
  - Good communication and presentation skills
  - Ability to multi task, prioritize and meet deadlines
  - Attention to detail and problem solving skills
  - Customer oriented approach and teamwork
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## **T R A I N I N G S**

**FCA Performance Institute International Certificate**

- Customer Communication Techniques
- Standard Sales Process
- iShowroomPRO Overview VCO
- Technical for Non-Technical - Body & Electrical
- Technical for Non-Technical - Mechanical
- Mopar Warranty Fundamentals