

SAMI EL CHALLAH

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Customer Success Expert

A versatile and results-driven professional with 8 years of comprehensive experience in developing relationships with clients and peers to provide sustainable business solutions.

Superb business customer service abilities with strong communication skills. Able to adapt to evolving industry trends, with the drive and skill set to excel in fast-paced leadership roles while enhancing customer satisfaction and maintaining a high customer retention rate. Carries an entrepreneurial spirit with a "roll-up-the-sleeve" attitude.

CORE COMPETENCIES

- ✓ Customer Interaction
- ✓ Problem Solving and Analytical Thinking
- ✓ Relationship Building
- ✓ Salesforce
- ✓ Data Integration
- ✓ Market Research
- ✓ Effective and Engaging Presentation
- ✓ Interpersonal and Communication skills

EXPERIENCE

NOVEMBER 2019 – CURRENT

ST. JOHN'S, NL

BUSINESS DEVELOPMENT CONSULTANT, BE RELATIONS

DUBAI, UAE

- Reviews product positionings and marketing content for international brands before new product launchings
- Evaluates user experience and implements solutions to improve customer interaction with given product while ensuring a competitive customer satisfaction
- Studies business analysis and measures sales performances to define a productive business approach

OCTOBER 2018 – OCTOBER 2019 (END OF CONTRACT)

FORTEAU, NL

BUSINESS DEVELOPMENT OFFICER, FORTEAU SALES & SERVICES

- Represented the organization at the front end to serve customers and sell merchandise, where I helped move the old stock within a month and opened space for upgraded merchandise
- Initiated market research to identify merchandise that could attract new customers
- Modernized merchandise display structure which accentuated high-ticket items and enhanced the shopping experience

JULY 2017 – SEPTEMBER 2018 (BUSINESS CLOSURE)

ST. JOHN'S, NL

MARKETING OFFICER, APPLIANCE SOLUTIONS

- Developed an improved marketing plan that highlighted the company's achievements and expanded its recognition while saving \$35,000/year in the marketing budget
- Introduced new customer interaction platforms to ease customer communication and speed up transactions
- Performed as a first of contact person in store and via e-mail to understand client requests, promote services, and escalate them to the proper department

AUGUST 2014 – JUNE 2017

ST. JOHN'S, NL

MERCHANDISE MANAGER, WALMART

- Increased sales by 60% over a 2-year period
- Handled daily business needs and introduced loss prevention procedures that reduced losses by 45% in 2015
- Provided personalized and friendly service to ensure customer retention and satisfaction

OTHER WORK EXPERIENCE:

- | | |
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| • Marketing Coordinator – RIAC | MAY 2014 – AUG 2014 |
| • Co-Founder – TEAMUP MEDIA | JAN 2012 – AUG 2013 |
| • Research Assistant – MEMORIAL UNIVERSITY | MAY 2011 – AUG 2011 |
| • Marketing Assistant – MEMORIAL UNIVERSITY | JAN 2010 – MAY 2010 |

EDUCATION

2008 - 2014

BACHELOR OF BUSINESS ADMINISTRATION, MEMORIAL UNIVERSITY

Certificates:

- **Strategic Social Media Marketing** – BOSTON UNIVERSITY
- **Platform Strategy for Business** – BOSTON UNIVERSITY
- **Business Analytics for Data-Driven Decision Making** – BOSTON UNIVERSITY
- **Driving Digital Innovation through Experimentation** – BOSTON UNIVERSITY

ACTIVITIES & INTERESTS

Reading & Writing
International Cuisines
Fencing
Wood Burning

EXTRA CURRICULAR ACTIVITIES:

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| • Communications Trainer – Humanitarian Training Initiative | MAY 2013 |
| • President – Memorial University UN Society | MAY 2009 – DEC 2011 |
| • Secretary – Memorial University UN Society | OCT 2008 – APR 2009 |