

# KATIA NAJI

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## Education

**International Master in Marketing**  
EADA BUSINESS SCHOOL

Sep. 2016 - **July 2017**  
Barcelona, Spain

**B.S. in Marketing & Advertising**  
AMERICAN UNIVERSITY OF SCIENCE & TECHNOLOGY (AUST)

Sep. 2008 - Feb. 2012  
Beirut, Lebanon

## Professional Experience

### EMIRATES AIRLINES

*Largest airline in the Middle East based in Dubai; operating flights to more than 81 countries. The airline holds position as #1 airline brand.*

Mar. 2012 - Mar. 2016  
Dubai, UAE

**Cabin Crew/Flight attendant** – reporting to Cabin Supervisors and Service Developers

- Upgraded to Business class cabin on November 2014 to serve a different customer profile after gaining excellent people skills and being able to work well confidently without supervision.
- Attended pre-flight briefings and completed adequate flight reports recording incidents in more than 100 flights.
- Provided excellent customer service experience by being observant with great attention to details in service, safety and security as well as using critical thinking under pressure.
- Addressed customers' needs and concerns with efficiency by adapting to their different demands and behaviors.

### EI HAJJAR ENTERPRISES CO. (H.E.C)

*An international Beirut-based real estate development and investment group leading a number of overseas ventures.*

Nov. 2011 - Feb. 2012  
Beirut, Lebanon

**Marketing Coordinator** – reporting to Marketing Manager

- Worked on a \$700,000 campaign budget, collaborated with outside advertising agencies and successfully developed marketing, advertising and media plans that reached the company's target market.
- Prepared presentation materials and ensured that the company's brand is adhered to in campaigns and in all communication channels.
- Administered the website and social media accounts regularly.
- Researched competitors' offerings concerning new real estate projects and tracked their campaigns.

### HOTEL CAVALIER

*A four star hotel centrally located in Beirut.*

Jan. 2010 – Oct. 2011  
Beirut, Lebanon

**Sales and Marketing Assistant** – reporting to Sales and Operations Manager

- Dealt with magazines to advertise and write about the hotel in their issues such as Hospitality News magazine (Middle East).
- Presented the hotel facilities and special rates to corporates, travel agencies (Nakhal), embassies (Spanish embassy) and NGOs.
- Tracked consumers' feedbacks on websites such as booking.com and competitors' rates in the same area as Hotel Cavalier.

### CEDARCOM - MOBI

*Cedarcom, a leading Data Service Operator that includes MOBI, the leading Internet Service Provider (ISP) in Lebanon.*

Sep. 2010 – Jan. 2011  
Beirut, Lebanon

**Business Development & Telesales team leader** - reporting to Sales Manager

- Guided the telemarketing sales team that consisted of 4 operators and made sure they reached the sales target.
- Handled customers' complaints and enquiries.
- Researched for potential corporate clients and introduced the products MOBI has to offer.

## Languages:

Arabic (Fluent)    English (Fluent)    French (Fluent)    Portuguese (Fluent)    Spanish (Intermediate)

## Additional Information

**Experience:** Previous experience in sales, telemarketing and hospitality.

**Affiliations:** Volunteered at the *Emirates Peer Support Group* organization, a team that consisted of 800 members, to assist colleagues in case of critical operational incidents. I have also worked with *H.E.C Heart program* that helps the elderly and orphans by providing them necessities.

**Technologies:** Microsoft, CISCO, CRM Systems and Google Analytics.

**Awards:** Graduated with *honors* from AUST and gained an academic *scholarship* from EADA BUSINESS SCHOOL.