

# NAIDA HARAY

Sales and Marketing Coordinator

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## PROFILE

Results-driven Sales and Marketing Coordinator with 1 year of experience in developing and implementing effective strategies to drive business growth. Adept at streamlining processes, coordinating campaigns, and managing client relationships. Demonstrated ability to work collaboratively with cross-functional teams, delivering excellent communication and organizational skills. Proven track record of exceeding targets and fostering strong customer connections, contributing to overall company success.

## LINKS

[linkedin.com/in/naidaharay](https://www.linkedin.com/in/naidaharay)

## SKILLS

Salesforce proficiency

Google Analytics expertise

SEO optimization

Social media management

Email marketing (Mailchimp)

Content creation (Canva)

Lead generation (LinkedIn Sales Navigator)

## LANGUAGES

English

Arabic

## EMPLOYMENT HISTORY

### ● Sales and Marketing Coordinator at Sapper Consulting, MO

May 2023 - Present

- Successfully launched a marketing campaign that increased lead generation by 45% within six months, resulting in a 20% growth in revenue for Sapper Consulting.
- Developed and implemented a comprehensive sales strategy that led to a 30% increase in client acquisition and retention rates over a one-year period.
- Coordinated and executed a major industry trade show event, attracting over 500 attendees and securing 50 high-quality leads, which converted into 10 new long-term clients for the company.

### ● Junior Sales and Marketing Coordinator at Vivial, MO

Jul 2022 - Apr 2023

- Successfully increased quarterly sales revenue by 25% through the implementation of targeted marketing campaigns and strategic client outreach, resulting in a significant boost to the company's bottom line.
- Expanded the company's client base by 15% within the first year, through effective prospecting, lead generation, and relationship building efforts, leading to long-term partnerships and increased business opportunities.
- Developed and executed a comprehensive social media strategy that increased engagement rates by 30%, driving higher brand visibility and customer acquisition for Vivial.
- Implemented a streamlined sales process that reduced the sales cycle by 20%, enabling the team to close deals more efficiently and exceed quarterly sales targets consistently.

## EDUCATION

### Bachelor of Business Administration in Sales and Marketing at University of Missouri, Columbia, MO

Aug 2017 - May 2022

Relevant Coursework: Marketing Strategy, Sales Management, Consumer Behavior, Market Research, Advertising and Promotion, Digital Marketing, Brand Management, and Business Analytics.

## CERTIFICATES

### Certified Professional Sales Person (CPSP)

Mar 2022

### Certified Marketing Management Professional (CMMP)

Nov 2020