



# Sara Sabbagh

## Contact Me



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## Education



### Certificate in Anti Money Laundering, Compliance and KYC.

Institution: ICA  
Year of Graduation: 2021

### BA Joint honours- Spanish and Linguistics

Institution: University of Leeds  
Year of Graduation: 2013

- 2.1
- Fluent Spanish Speaker
- Analytical Researcher.

## Tech Experience



### Makers Academy ( May 2022- Sept 2022)

Highly selective and intense software development bootcamp that prepares students for entry level developing roles. Course covers the following:

- Languages-Ruby, JavaScript, Typescript, Node.js
- QA and Testing- Jest, Cypress, RSpec
- Front end Libraries- React
- Templating /embedded languages- Handlebars, HTML, ERB
- Agile work process
- Pair Programming
- Test Driven Developing.
- Databases- PostgreSQL, MongoDB
- Cloud hosting- Heroku, Netlify
- APIs

### SheCodes (Nov 2021- Apr-2022)

#### Online Software course

- Basic HTML, CSS
- Open source APIs
- Web Hosting
- React
- Responsive WebApps- Flexbox, grids
- Bootstrap
- Npms

## Work Experience



**Pomelo Pay-** Payments software- Fintech- 2020-Dec2021 Head of Customer Success and Partnerships

- Reported directly to the UK CEO to manage strategy for incoming customers through the pipeline and current accounts.
- Managed a team of sales staff, account managers and onboarding managers to keep customer satisfaction high and customer journey as smooth as possible.
- Worked closely with compliance teams to avoid any high risk or suspicious applications being onboarded by doing thorough KYC and Due Diligence checks on all our applications.
- Worked closely with tech teams and compliance teams to pioneer a new onboarding function by using Open Banking information to improve our due diligence and onboard customers with even more insight than ever before. Actively decreasing our vulnerability to high risk applications over night.
- Managed the strategy for account management and sales so that we were always maximising the potential of our customer base and improving our conversion rate.

- Personally managed a portfolio of high net worth accounts for which we were the acquirer.
- Was responsible for the overall KPIs for the whole pipeline including Sales targets, onboarding conversion rates, account management increasing transactions, customer loyalty and churn rate.
- Carried out high level pitches and demos to senior board members and directors in order to sign up new businesses.
- Worked closely with heads of department to make sure that strategic tech decisions were always based on customer satisfaction and or loyalty. It was always my job to make sure that what we were going to build next would yield better conversion, better satisfaction, more transactions and a lower churn rate. If at any point we were going in a direction that didn't reflect those goals it would be my job to steer it back so we were continuously focused on what our customers need and how we can make their lives easier.
- Continuously worked to set up mutually beneficially tech partnerships to bring our customers more value to our offering whilst increasing exposure by joining up with other platforms.
- Look for ways to use partnerships to increase PR opportunities and exposure.
- Use partnerships to reduce the burden on the developers- If someone has already built it we may not need to; a partnership gives us access to their tech and they get access to our customer base.

#### **Self Employed- Jobsolutely Limited- Labour supply start up**

**2018-2020 Director**

- Set up the business and employed the relevant people into necessary positions.
- Actively recruit and interview prospective candidates.
- Actively seek work opportunities for our candidates.
- Place as many candidates each week as possible.
- Send out, manage and monitor invoices to receive payment for placements made each week.
- Work closely with the Tech team to build an automated database that would take the manual work out of daily recruiting and placing.
- Manage the payroll of staff and workers.

#### **Pass the Keys- Short Let Property Management Agency-**

**May 2017- 2018 Sales Manager/ Head Host Advisor**

- Continuously monitor and manage inbound leads using the company CRM system.
- Schedule face to face meetings and telephone consultations to explain and sell the service to prospective clients.
- Use sales skills to influence potential clients' decisions to choose Pass the Keys for their Short let Management needs.
- Manage both inbound and outbound calls and effectively follow up with emails or follow up calls.
- Manage my own personal customer pipeline making sure that no potential leads are dropped or lost from lack of organisation.
- Train new team members joining the sales department, making sure they are up to date with company service offerings, prices and operations, whilst also making sure that from a sale perspective they have a clear and impulsive pitch to maximise their chances of closing new deals.
- Push team towards individual and team targets using continuous coaching, KPI setting and quarterly goal setting.
- Carry out and perform regular Seminars for 30 people plus to discuss our services and pitch on a larger scale.
- Assisting the marketing department by writing content to be published on their blog or used a press releases, pooling my knowledge on the short let market and using my writing skills.

## **Volunteering / Hobbies**

- Annie and co- Forest School- Blog writing, Admin and Website maintenance
- Volunteer Spanish/ English teacher
- Squash and Badminton Enthusiast
- Training for a Half Marathon
- Part time Market trader and Vegan cheese Toastie stand