



Marwa Ali

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OBJECTIVE

Seeking a position as an employee where extensive experience will be further developed and utilized.

EDUCATION

Software & Hardware Engineering

2007 — 2012

B.CS Computer Engineering Al-Mustansiriya University
College of Engineering - Al-Mustansiriya University

QUALIFICATIONS

- Certified (IC3)
- Certified (AUTOCAD- 2D)
- Certified (CCNA 200-120)
- ALL Microsoft Office 2010 Programs
- Photoshop CS5
- V.Good English language

WORK EXPERIENCE

Nissan Motor Company / Iraq

June 2018 — Present

CRM Officer / Customer Care / Social Media

Marketing Department

- Answering the incoming calls from the customers and giving them the right advice.
- observing the customers complaints and trying to solve them with the department that related to them.
- Entered the customers cases and their lead in the system (sales force) and follow up them from time to time (closed it if the sale process was done).
- observing the customers replies on the social media (Facebook, Instagram...) on our offers and answer their queries.
- Made the monthly report of the complaints (the customers cases) and sent each one to the right department to do the faster solution.
- Made the monthly report of (opening or closed) lead in the system (sales force) and show the opportunities are sold or not.
- Trying to satisfy the customers and solving their problems by giving them a special offer after getting the approval from the management.
- Made the monthly report of the work and send it to the direct manager.

Corporate Sales Executive / Sales Department

prospecting :

- Seek new accounts to achieve revenue growth.
- Supply weekly prospecting reports, including the purpose of prospecting and market intelligence, details of the meeting and action to be taken.
- collect, analyze and report feedback from key accounts to identify customer requirements and pass on the business intelligence to the sales manager effective decision making
- work on up-selling and cross-selling activities to increase customer sales and capacity through discussing with the customers the ability to upgrade their bandwidth, signing a contract with the company , giving them an offer from pre-sales department , or opening new tunnels .
- Achieve sales target for new and existing customers growth prepare & arrange a meeting and visits potential clients building key relationships with clients.

Sales Operation & CRM :

- A achieve sales target of existing customer.
- Maintain and update customer and building data on a regular basis . Ensure timely and accurate invoicing and billing process and resolve any major issues with the invoices.
- Send invoices to the customers and ensure follow up on due dates for clients payments.
- Provide clients with monthly, quarterly invoices and statement of accounts upon their request, and continuing to follow up until settlement of sent invoices.
- Receive sales orders and route request to Pre-Sales team for new customers, handle full cycle for sales orders of existing customers.
- Follow up implementation of the sales orders and contracts after it is done from a presales team.
- Make sure matching material has been disbursed as per the contract.
- Send the sales order to the warehouse, ensure the material sent matches the requirements.
- Handle the technical aspects of the equipment ensuring full awareness of the technical equipment associated with the contract and sales order.
- After the offer is finalized, following up about signing the contracts and handle coordination with legal.
- Monitor Daily the tickets of the assigned customers and follow up on an escalation of issues for the customers with the support department, following up clients different requests upgrade, downgrade, open new tunnels installation milestones from CRM point of view.
- Handle all financial matters and contracts related to the assigned customers.
- Handle all contract renewals for existing clients.
- Prepare sales forecasts for the assigned customers and provide to the accounts team leader.
- For existing customers, negotiate and finalize contracts, liaising with legal affairs and client solutions engineers in order to close contracts and ensure adherence to policies and procedures.
- Participate with the new client's negotiation and closing of the offer.
- Hold presentations to clients with client solutions engineers.
- Submit requested reports to management.

Earthlink Company For Communication & Internet Services

December 2016 — March 2018

Customer Care / Sales Performance & Reporting Specialist / CRM Department

- Maintain a full CRM database ensuring sales staff are entering the data accurately and timely and ensuring Up-to-date customer information and data.
- consolidate information received from sales channels about potential customers, competitors, suppliers and economic conditions as requested to maintain information for reporting.
- Handle Filling of all Sales Orders and ensure sequence numbering and archiving methodologies are followed.
- Handle Contract Management and Administration.
- Support sales channel departments in requests for analysis on performance data for their planning purposes.
- Handle letters of communication with customers and official memos and price quotations submitted on behalf of the company.
- Design New Reports, Modify Existing Reports and Examine databases for data reporting design.
- Coordinate preparing and sending questionnaires and opinion polls with the help of survey researchers who do the actual collecting of data.
- Prepare Reports, Business Plans, Analysis, Researches, and Studies as requested FROM CRM & Sales Reporting Manager or Commercial Director.
- Work with computers effectively utilizing software applications process data and convert them into charts, graphs, reports, and other documents. Handle Preparation of Presentations as requested from Management.
- Design and execute automated procedures interfacing with systems to report business analytics and sales support indicators.
- Generate periodic reports on sales with accuracy as requested from commercial Director.
- Collect, review sales leads and customer data for reporting and ensure accuracy and report deliverable timelines.
- Determine opportunities to streamline manual processes and develop automated reporting systems.

Al-Jazeera Al-Arabia For Communication & Internet

October 2015 — December 2016

Technical Sales Engineer

- Administered online sales functions.
- Performed general office duties and administrative tasks .
- Managed the internal and external mail functions.
- Interviews the customers / Made Offers & Invoices.
- Working on Sales program/system of the company.

Ashure International Bank for Investment

January 2014 — December 2014

Administrator - Transfer Department

- Performed general office duties and administrative tasks.
- Prepared weekly confidential sales reports for presentation to management.
- Managed the internal and external mail functions.
- Worked on BANKS program and excel.

REFERENCES

References available upon request.