



Yasmeen Hassan

Professional Summary

Driven Digital Account Manager with distinct understanding of digital e-commerce. Very enthusiastic and always keen to learn and strives to achieve the highest standards possible. A team player, initiative to handle difficult situations. Knowledgeable about account management, solutions-oriented problem solving and CRM software use. Known for excellent customer service and great multitasking.

Work History

GFORCES WEB MANAGMENT - Account Manager

Dubai, UAE

05/2019 - Current

- Dubai - one of the leading providers of internet software and services for the automotive industry, helping to promote and sell vehicles through the use of digital and mobile technologies and media
- Working on a high profile and well-established accounts such as Al Tayer Motors, Al Ghanim Automotive, Al Jazirah , responsible for day to day engagement with key clients, acting as the primary point of contact, managing all aspects of their relationship with GForces
- Planning, developing and managing clients' digital strategy to improve their web presence and achieve their digital marketing goals
- Along with the Account Director, grow monthly revenue through introducing additional products and services to customers based on their objectives and tailor packages and services to support them

GForces Web Management - Digital Account Executive

Dubai, UAE

05/2017 - 04/2019

- Reporting to the client services manager, I was responsible of managing one of the big automotive companies in UAE, performing day to day tasks to insure maximum optimization of the platform, weekly & monthly performance reports & meetings in order to generate leads & sales
- Optimize web content to increase and improve SEO, address client queries effectively and in a timely manner, suggest, design, and implement digital projects to increase the client's ROI
- Managed escalated customer orders in timely and professional manner
- Provided high level of assistance to customers regarding ongoing

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UAE

Skills

- Strong analytical skills and the ability to interpret data constructively to improve the performance of client's digital strategy
- Ability to successfully and productively resolve problems in order to meet targets and expectations
- Development of training materials
- Ability to work under pressure whilst maintaining a cool outlook
- A successful track record in managing multiple client relationships of varying sizes
- Proactive approach
- Excellent communication and client services skills
- Market trends knowledge
- Budget understanding
- Sales tracking
- Materials coordination
- Project management
- Risk management
- Digital marketing
- Digital enhancements
- Digital communications
- Digital content management

Software

- MS Office
- Google Analytics
- CRM software's
- NetDirector (Saas Platform)

projects projects

- Worked closely with the marketing department to schedule and plan campaigns, and external creative agencies to insure aliments of offline & online content

GForces Web Management - Client Services Executive & Content Coordinator

Dubai, UAE

05/2015 - 05/2017

- Reporting to the client services manager, along with of managing several client accounts in the GCC region such as General Motors, Al Futtaim Automotive, Al Ghassan Motors and others. Performing day to day tasks to insure maximum optimization of the platform, weekly & monthly performance reports & meetings in order to enhance website performance
- Developed and maintained existing client relationship and developed new client relationships
- Handled client accounts in demanding setting in coordination with solid team of four client service executives
- Increased efficiency and team productivity by promoting adherence to operational best practices and company policies
- Implemented and developed customer service training processes
- Trained clients on CRM software and company services

- C++
- Visual Basic
- Java
- SQL
- Adobe Photoshop

Languages

Fluent in English & Arabic

Education

07/2018

UNIVERSITY OF WOLLONGONG

Dubai

M.D.: Information Technology
Management

ABU DHABI UNIVERSITY

Abu Dhabi

Bachelor of Information System

Technology: IST, Business Administration