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| **EXperience** |
| **Oct 2015 – Present** | **RONESCA**Business Development Manager - Lebanon | Beirut, Lebanon |
|  | * A company that deals with Infant Milk products (RONALAC)
* Market visits and study to find new opportunities to increase sales
* Contact supermarkets to open new markets and enter the product
* Contact pharmacies to get visuals and better shelf facings
* Double visit with Med Reps and Sales Reps to do an evaluation to their performance and improve covered areas
* Training of employees in sales techniques and sales approach
* SWOT analysis to see our ranking and how to improve
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| **Jun 2012 – Jul 2015** | **TEHACO**Strategic Accounts Manager | Dora, Lebanon |
|  | * Manage the strategic accounts for Siemens Home Appliances
* Managed to get a dealer in each area to work on our products
* Opened 8 new accounts
* Put a sales plan for the year and achieved sales targets
* Took responsibility to increase sales and find new opportunities
* Prepare and execute marketing plans.
* Worked on the orders from the home company and the order of new items
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| **Feb 2006 – May 2012** | **FAWAZ Holding**Strategic Accounts Manager | Beirut, Lebanon |
|  | * Manage the strategic accounts for small home appliances (Moulinex, Krups, Rowenta, and Universal);
* Maintain relationships with dealers and generate new points of sale
* Manage strategic key accounts.
* Responsible for sales, after sales service and collection
* Worked with clients in all areas and opened new market with supermarkets
* Had around a 15% increase in sales every year
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| **Jun 2004 – Dec 2005** | **Engineering Design and Manufacturing (EDM)**Sales Supervisor | Beirut, Lebanon |
|  | * Market computer accessories and home entertainment systems (DVDs, LCDs, Home Theatre, etc...)
* Maintain relationships with existing clients in a defined zone and generate new leads
* Negotiate large deals with large clients (e.g. BHV, Virgin Megastore, RadioShack, Hekayem, Khoury Homes, TeleTrade Computer Systems, etc...)
* Negotiate deals with intermediate resellers in remote sales zones
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| **Workshops** |
| **Oct 2015** | **RONESCA**Ronesca Medical & Product Knowledge Training | Amman, Jordan |
| **Jun 2015** | **Collaboration, Management & Control Solutions “CMCS”**Project Management Professional Certification Preparation Course | Beirut, Lebanon |
| **Apr 2007** | **American Education Institute**Customer Relationship Management | Beirut, Lebanon |
| **Apr 2007** | **American Education Institute**Customer Management Assessment Tools | Beirut, Lebanon |
| **Apr 2007** | **American Education Institute**Managing Strategic Accounts | Beirut, Lebanon |
| **May 2007** | **American Education Institute**Sales Management | Beirut, Lebanon |
| **May 2007** | **American Education Institute**Budgeting for Marketing | Beirut, Lebanon |
| **May 2007** | **American Education Institute**Branded Customer Service | Beirut, Lebanon |
| **May 2007** | **American Education Institute**Consultative Selling | Beirut, Lebanon |
| **May 2007** | **American Education Institute**Team Building Training | Beirut, Lebanon |
| **Jun 2007** | **American Education Institute**Negotiation Skills and Techniques | Beirut, Lebanon |
| **Jun 2007** | **American Education Institute**Retail Strategy | Beirut, Lebanon |
| **Jun 2007** | **American Education Institute**Preparing a Marketing Plan | Beirut, Lebanon |
| **Jun 2007** | **American Education Institute**Understanding Types of People | Beirut, Lebanon |
| **Jul 2007** | **American Education Institute**Persuasion Skills | Beirut, Lebanon |
| **Jul 2007** | **American Education Institute**Preparing Sales Presentations | Beirut, Lebanon |
| **Jul 2007** | **American Education Institute**Value-Added Selling | Beirut, Lebanon |
| **Education** |
| **Mar 2015** | **American University International Education**Master of Marketing | Online Degree |
| **Jul 2005** | **American University International Education**Bachelor of Marketing | Online Degree |
| **May 2008** | **London Chamber of Commerce & Industry** Level 3 Diploma in Marketing  Level 3 Certificate in Customer Service Level 3 Certificate in Marketing Level 3 Certificate in Selling & Sales Management | Beirut, Lebanon |
| **Jul 2002** | **Ras Beirut International School**Lebanese Baccalaureate / Life Science | Beirut, Lebanon |
| **Personnal** |
| Date of Birth: 10/09/1983Nationality: LebaneseMarital Status: SingleMobile: 00961 71 955388E-Mail: y-dani@hotmail.comLanguages: Fluent in Arabic and English, Conversant in French |
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| **Career Highligts** |
| * Achieved a strong knowledge in Account Management.
* Experience in the Business Relationship Role and responsibility.
* Experienced trainer in providing adequate knowledge produced processes, procedures, polices and led several teams.
* Strong knowledge of negotiation process - successfully negotiated and concluded a number of contracts with vendors.
* Established strong contact with local companies
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**key Skills** |
| Sales – Direct and Indoor.Sales – Home Appliances and Electrical Equipment.Sales – Computer Accessories and Home Entertainment Systems.Computer Skills – MS Office.Good written and verbal communication skills. |
| **References** |
| * Ahmad Lawand

Managing Partner at Bellapharma, 00961 3234901* Hassan Baalbaki

Purchase Manager at UCCM, 00961 3 832742* Moian Zebian

Owner of Electronic store, 00961 3 893689* Samer Bilani

Store Manager at Tahan, 0091 3 815454* Tony Nasser

Head of Maintenance in Moulinex, 00961 3 320520 |