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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 |  |
| **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 | |
| **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 | |
| **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 | |
| **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: 10/09/1983  Nationality: Lebanese  Marital Status: Single  Mobile: 00961 71 955388  E-Mail: [y-dani@hotmail.com](mailto:y-dani@hotmail.com)  Languages: Fluent in Arabic and English, Conversant in French | | |
| |  | | --- | | **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 |   **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 | | |