**NADA**

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| PROFESSIONAL EXPERIENCE |
| April 97 – June 2000 | **Team Manager**  |
|  | * **Sale Manager** From june 2000- Feb. 2005

**General Manager** From Feb. 2005- June 2014* AT ARCO GROUP PROJECTS- CONTRACTORS
* For building materials & Sanitary ware – Ceramics
* **Handling the IMPORT AND THE EXPORT OF THE CO.**
* **FROM A-TO Z. MEANM, FROM THE SOURCES OF FACTOTIES ANY WHERE**
* **FROM CHINA , ITALY , SPAIN , TURKEY , PORTUGAL , CHILIE ….**

**-Executive Manager at KING ZAMAN , For food and spices from 2014—until 2016****Key Responsibilities:**• Establishing trusted long term key accounts to facilitate organizational sustainability; supporting the chairman in well informed critical decision making and future planning. • Preparing business proposals/presentations for sales projects  • Conceptualizing and implementing marketing strategies, promotional campaigns and discount schemes; determining product pricing to remain competitive and provide buyers with best value for money. • Streamlining market research for identification and enforcement of competitor's benchmarks; organizing training for sales team and maintaining constant dialogue to optimize productivity |
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| EDUCATION |
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| 1997 | **INTERNATIONAL Business Management & Management**  |
|  | **Notre Dame University (NDU ), ZoukMosbeh - Lebanon**  |
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| KEY SKILLS & COMPETENCES |
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| Languages  | **Arabic: Mother tongue** |
|  | **English: Fluent very good**  |
|  | **French: Fluent very good** **Spanish :Fluent** **Italian : little** **• Sales Management, Marketing, Business Development, Operations Management, Supply Chain Management****• Project Management, Procurement, Account Management, Budgets, Strategic Planning/Implementation** **• Management Reporting, Resource Allocation, Market Research, Competitive Analysis, Negotiations****•Proposal Development, Deal Structuring, Formulating Policies/Procedures** **• Logistics Planning, Forecasting, Territory Management, Risk Assessment, Cost Control, Crisis Management** **• Customer Relationship Management, Multi-Channel Distribution, Promotions, Vendor Relations** **• HR Selection, Development & Training, Performance Management, Quality Control, Retention** **• Leadership, Team Building, Decision Making, Communication, Measurable Deliverables, Time Management** |
| OBJECTIVE  |  |
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| **An accomplished professional with extensive expertise in a broad suite of operations especially in business development, sales, marketing, business support and strategic planning of Retail and Wholesale Management, particularly in UAE and GCC countries. Proven track record as a visionary with awareness of multiple industry domains to facilitate development and implementation of strategies targeting market share and customer growth; proficient at full business-unit management with reputation for leading teams towards peak performance; seeking a challenging position to drive realization of business targets with adept management of organizational diversity, while maintaining a firm focus on assured bottom line gains and distinguished company performance.** |
| Social skills | Good capability of communicating and working in a team environment |
|  | Well motivated- **LEADERSHIP SPIRIT** |
|  | Responsible, multi-task working ability |
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| Hobbies & Interests | Travelling  |

PERSONAL INFORMATION• Birth Date: June 10th 1972

**• Gender: Female**

• Nationality: Lebanese

• Marital Status: Single