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|  | Sofia  [Sofia.372246@2freemail.com](mailto:Sofia.372246@2freemail.com)  Personal Details:  1977-09-14 • Stockholm • Swedish  Female • married  Nationality:  Swedish | http://www.troint.stockholm.se/troint/politiker/images/5059.jpg |

**Senior Sales & Project Management/CSR Professional**

**Performance-focused and strategic professional offering comprehensive experience in sales, project management, profit and revenue development and reporting, and client relations.**

Accomplished sales management professional with over 20 years of experience in sales plans, profit growth, marketing development, and key account management, specializing in business development and major market expansion. A recognised and motivational team leader for managing multi-channel sales and marketing across diverse industries. Proven abilities in creating sales and marketing plans, developing strategies, distilling objectives and executing tactics. Demonstrated expertise in new account development, territory start-up or expansion and team management. Direct sales teams to achieve significant revenue gains, understand the sales cycle process and remain focused on customer satisfaction throughout all stages.

***Areas of expertise include…***

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| * Account Management & Growth * Corporate Social Responsibility * Strategic Marketing Initiatives * Customer Relationship Management * Sales Team Training & Supervision | * Marketing Development Programs * Project / Timeline Management * New Account Acquisition * Profit & Loss Responsibility * Market Segmentation & Analysis |

**Professional Experience**

**SCANDINAVIAN BUSINESS DEVELOPER MANAGER (consultant),** 2015 to Present

Keys Concierge, England, UK

*http://www.keys-concierge.com/*

Effectively develop and deliver all new business proposals including sales collateral, presentations, and marketing materials specific to each prospective partner. Actively create targeted marketing and networking plans expanding local territories. Manage cross-functional teams including sales, and marketing to successfully guide customers into production and generate sales and revenue.

* Successfully designed a marketing development program that raises awareness of keys concierge in the Swedish market.
* Efficiently developed marketing programs, B2B and B2C in the Swedish market and directed International sales. Managed all sales and marketing operations for real estate the company.

**PROJECT MANAGER and CSR/SUSTAINABILITY MANAGER,** 2009 to Present

Mentor Sweden, Stockholm, Sweden

*Member of the International drug preventive network Mentor Foundation (operating in 76 countries)*

Actively link general partners of the organization and involve the staff in to more voluntary activities that the organization offers (projects that mainly connects the corporations/general partners to schools/students). Utilised various digital communication social media, CRM (design and build), corporate website. Led and directed the mentoring training within the organization since 2009. Customised courses and workshops that suit the business partners of the organization. Streamlined competence development of the Operations group within the organization. Co-responsible for marketing strategy of the CSR team within the organization.

* Served as a project manager for demarcated projects towards the main sponsors of the organization (Swedish National Bank, H&M, Coca Cola, and Astra Zeneca).
* Participated in the team that implements the OECD guidelines for multinational enterprises (as some of the organisation’s general partners)
* Contributed in the strategy of establishing links between relief and development for organisation.

**HEAD OF SALES (B2B & B2C),** 2006 to 2009

Itri Service AB, Stockholm, Sweden

* Led and directed major key accounts (Microsoft, UPS, Panaxia Security, EFG Bank). Evaluated and examined new potential clients and markets.
* Managed contract negotiating, prospecting, meetings and presentations. Created the demarcated projects with the clients (internally and externally).
* Designed and implemented the operation activities of the company along with the CEO. Responsible for the co-ordination of the key accounting team.
* Generated a key account plan with a sole focus of achieving short term and long term goals. Staff liability: spearheaded a team of 12 sales people and 1 administrator.

**Additional Experience**: 01/2007-08/2007, Senior High school Teacher of English, Spånga Gymnasium, Stockholm, Sweden; 2006-today, Elected City Council, Municipality Of Stockholm; 06/2005-12/2005, Lecturer of Marketing & Business English, North College, Thessaloniki, Greece; 08/2004-05/2005, Senior High School Teacher Of Special Program (ENGLISH), Vilunda Gymnasium, Stockholm, Sweden

**Career Note**: Marketing Consultant & Project Assistant, Proffice Sverige AB, Stockholm, Sweden and Sales Consultant, Itri Service AB, Stockholm, Sweden

**Educational Background**

**PRINCE2® certified** (Foundation & Practicioner), International Certification in Project Management

AXELOS Global Best Practice Solutions; 2016

**NLP Practicioner** – Coaching Essentials, NLP course, Kompus, Stockholm, Sweden, 2015

Argumentation and debate, Södertörn’s Retoric bureau & Mentor Retoric bureau, 2009

**Education in Leadership**: Leadership and Psychology (freestanding course, -s), The institute of Education in Stockholm, Sweden, 2009

**Degree of Master of Arts** (English Linguistics), University of Stockholm, Sweden, 2005

**Degree of Master of Arts** (Pedagogy and Didactics), Institute of Education in Stockholm, Sweden, 2004

**Degree of Bachelor of Arts** (English Literature), University of Södertörn, Stockholm, Sweden, 2002

**CPE – Certificate Proficiency in English** (Cambridge), Folkuniversitetet, Stockholm, Sweden, 2001

**Business English Proficiency Certificate**, Salisbury School of English, Salisbury, England, 2000

**European Marketing and Products program** (Marketing and PR), Vocational Program, Federation of Vocational Programs, Stockholm, Sweden, 2000

**Sundbyberg’s Gymnasium, Senior High school** – social science program, 1996

**THESES**

Master of Arts Thesis, English Linguistics, University of Stockholm, Sweden, 2005

“A Keyword Analysis of immigrant(s) in The Independent”

Master Of Arts Thesis, pedagogy and didactics, Lärarhögskolan i Stockholm, Stockholm, 2004

“Pedagogiska teorier i praktiken” (pedagogical theories in practice)

Bachelor of Arts Thesis, English literature, University of Södertörn, Stockholm, Sweden, 2002

“The Theme of Pain and Selfhood: The Effects of Slavery in Toni Morrison’s Beloved”

**SEMINARS**

“The European Union’s Institution – a career path”, The Swedish Parliament, Stockholm, Sweden, 2009

Preparatory courses for EPSO’s (European Personnel Selection Office) examinations (European Union politics, verbal and numerical skills, verbal accomplishments)

”Forum for city councils in Europe”, Thessaloniki, Greece, Comparisons of the political systems that exist in each European country; board regulations, school politics, integrations politics, 2007

Multiple seminars and training within board operations and strategies (on a local and a national level), association forms, government regulations, corporation ruling, tools for practical board training, City Hall of Stockholm, Sweden, 2007

”Hyphen Solutions for Schools and Publishers”, the 2nd Annual Business Meeting (ABM), ELT Research 2005, Thessaloniki, Greece, 2005

The launching of the new “I-teach – Knowledge Management”: a computer based system which makes teaching of a foreign language more effective, developing of teaching power, image making and leadership within education

”Methods and strategies within sales management”, Grant Thornton, Stockholm, Sweden

Methods and tactics in successful sales technique; body language, marketing analysis, identifying target groups, key accounting, 2004

”Administrative Work and Control (AWAC) training”, Ericsson Mobile Communications, Stockholm, Sweden, 2001

”Vocational program: Customer Service”, Proffice Sverige AB, Stockholm, Sweden

Training in conflict managing, complaint managing, communication, organization and relations, 2001