

<div>Rossa Debian</div>	<div>How do I envision Myself?</div> <div>A socially and creatively driven professional, focused on investing my intellectual energy in a business environment aiming to serve a mass need through science, art and innovation</div>
<div>Relationship Manager BNC Network – UAE</div> <div>October 2020 – August 2021</div>	<ul style="list-style-type: none"> <li>Managed a portfolio of 100 diverse business clients in the MEA, involved directly in the construction industry including high end companies like Grohe, Autodesk, Hidada, CCC...</li> <li>Conducted the onboarding, training and product usage implementation for new clients</li> <li>Executed the subscription renewal of around 10 clients on a monthly basis to meet the monthly target</li> <li>Prepared analytical reviews and reports of clients' usage to improve their platform performance in coordination with the data research team</li> <li>Initiated new business activity in diverse segments through conducting market research, key contacts engagement, product demos until deal closure</li> </ul>
<div>Account Manager Engineering &amp; Marketing International – Lebanon</div> <div>Jul. 2018 – Oct. 2020</div>	<ul style="list-style-type: none"> <li>Tackle 30 new leads from big industrial companies in the MENA region weekly</li> <li>Negotiate an average of 5 proposals weekly for software renewal projects</li> <li>Cocreated with my manager a software renewal strategy which increased the conversion rate from 10% to 25% in less than a year</li> <li>Arranged and managed a sales portfolio for software renewals of over 200 clients in the Gulf region between KSA, UAE... which increased our active opportunities by 40%</li> <li>Co-ordinate market research studies with my department colleague to analyze competitive landscape and potential opportunities</li> <li>Assisted our marketing consultant in creating content and sending targeted marketing emails every week</li> </ul>
<div>Co-founder BlocRecs – Lebanon</div> <div>Jan. 2018 – Sep. 2018</div>	<ul style="list-style-type: none"> <li>Worked with my university colleague on a blockchain software to reduce degree fraud by 80%</li> <li>Developed BlocRecs's software and business model through studying market demand, market sizing, product prototyping and lifecycle, marketing and financial planning</li> <li>Prepared and intensively pitched our business presentations weekly to business mentors and investors</li> <li>Designed and proposed an initial logo prototype and website plateau for my team</li> <li>Raised an early funding from shipping giant CMA CGM as well as business partnership</li> </ul>
<div>Skills I aspire to develop for the future:</div> <ul style="list-style-type: none"> <li>Digital and Media Marketing</li> <li>Business Digital Transformation</li> <li>Product Design</li> <li>Creative Development</li> <li>Communication Art</li> <li>Team Leadership</li> </ul>	<div>Educational Background:</div> <div>Lebanese American University (Jubail, Lebanon) September 2014 – December 2018</div> <div>Bachelor of Petroleum Engineering – GPA: 3.4/4</div> <div>Recipient of Honor's Scholarship based on academic record</div>