

Elie Al Malti

Nationality: Lebanese

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Objective

Seeking to work in marketing and sales where I can use my strong organizational skills, work experience, educational background, and my ability to work well with people at all levels.

Education

American University of Science and Technology (AUST), Feb 2008 – Aug 2009 [Beirut, Lebanon] • BA in **Business Management**

American University of Beirut (AUB), Sept 2005 – Feb 2008 [Beirut, Lebanon] • BS Nursing

Saint Mary's Orthodox College (SMOC), Sept 1990 – July 2005 [Beirut, Lebanon]

• Lebanese Baccalaureate

Professional Experience

Key Account Manager at Canon January 2017, February 2019 UAE, Abu Dhabi

- Successfully opened 14 major key account customers
- Promoted Canon products with new clients as well as existing
- Increased business with existing accounts by 25% by having new products ordered.
- Created detailed sales forecasts
- Dealt with buyers, store managers and regional managers of major retail chains
- Identified and assessed a client's critical needs.
- Identified short and long term growth opportunities.
- Presented business proposals to prospective clients.

Territory Manager at Xerox January 2015 – January 2017, KSA, Riyadh

- Promoted Xerox Print Services to current and new clients
- Generated weekly Sales reports
- Analyzed the competition in the Market
- Established a weekly forecast
- Stayed current on industry trends and competition
- Participated in ongoing education to maximize effectiveness
- Ensured value proposition and pricing are aligned with market conditions
- Target and market to identified opportunity accounts
- Sold our Complete Set of Services Solutions
- Received and answered prospective customer sales inquiries
- Kept ahead of changes in technology & understanding of basic user abilities
- Exceeded yearly target in both years

Marketing Manager at Kashida, March 2012 – Nov 2014 Beirut, Lebanon

- Developed and executed a marketing strategy specific to the Email marketing and systems' applications to help drive awareness
- Accomplished marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Located marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improved product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
- Developed marketing materials
- Designed and improving the effectiveness of core marketing processes
- Ensured that the execution of marketing programs achieves the desired objectives in a cost-efficient manner
- Estimated the Return on Investment of marketing investments

Trade Marketing Representative at British American Tobacco (BAT) Jan 2010 – Feb 2012

Riyadh,

- Collaborated with the Trade Marketing and Communication Manager for the ideation, planning & budgeting, production and implementation of all in store activities, including point of sales materials and promotions
- Executed the marketing activities in the outlets located within the territory in order to meet customer and consumer objectives as described in the cycle plan/Cycle instructions • Provided data and maintaining accurate records on competitor's moves and sales and distribution performance in order to guarantee that TM&D Manager & Market Manager are fully informed at all
- Handled a potential area (south of Riyadh) consisting of 150 outlets
- Implemented and evaluating of the company's monthly cycle instructions
- Managed daily off take tracker for the central region
- Monitored brand's performance in the outlets
- Participated in the launch of new Sku's (Dunhill Finecut, Carlton, Dunhill Switch)
- Grew designated investment outlets by 40% in my area, FIFO implementation.
- Grew sales volume by 26% in my area
- Managed a team of 4 employees and handling a budget of \$80,000 •

Languages and Skills

- Fluent in English and Arabic
- Moderate in French
- Good knowledge and experience with MS Office (Word, Excel, PowerPoint, Access)