

# Dana Haidar

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## Professional Summary

Expert business strategist with a sound understanding of organizational development and sales. Skilled communicator with over 10 years of experience providing my company with successful solutions to building organizational success. Persuasive negotiator who uses integrity and professionalism in presenting joint ventures, assessing acquisition opportunities, and identifying new markets. Innovative thinker who detects more efficient ways of growing company assets by recommending new products, revolutionizing current product offerings, and testing new market approaches.

## Skills

- Expert strategist who uses research of competitors, market conditions, customer needs, and organizational core competencies to claim company success.
- Skilled communicator and negotiator who understand persuasive delivery and can confidently present sales pitches to potential partners and reports to board members.
- Confident person who combines enthusiasm, product knowledge, and customer assessment to pitch products in a way that increases brand awareness and encourages product loyalty.
- Accomplished understanding of financing activities, including budgeting, investing, and cost-cutting through careful analysis.
- Strong organization and time management skills and careful attention to detail to guarantee that business ventures are successful and development is absolute.

## Work Experience

### **RCC Mechanical Contracting sarl.**

#### **Business Development and Sales Manager.**

**2013 – Present**

- Strategize ways to build market share, increase revenue, and acquire success through innovative developments in organizational structure.
- Facilitate sales presentations and communications for upcoming joint venture opportunities and collaborative business efforts.
- Identify ways to build brand awareness through engaging campaigns that establish the company reputation, incite curiosity, and inform potential customers.
- Establish product loyalty through continual efforts to build, re-brand, modify, and increase product offerings in a way that is honest, competitive, and true to the company mission.
- Analyze financial reporting systems and project schedules to proactively address potential problems. Effectively communicate project progress, issues and financial status to be reported to management.

- Oversaw a group of five area sales representatives and collaborated with each to identify the progress, opportunity, and condition of each jurisdiction.
- Lead monthly trainings for sales representatives to provide them with recent research on best practices, sales strategies, and competition movement.
- Contributed to the company recognizing a nearly 20 percent increase in yearly revenue through a recommended sales training to teach sales professionals about proper negotiation and closing tactics.

#### **Sales Manager:**

**2009 -2013**

- Handled several projects within my company in their respective jurisdictions to verify market growth, accessibility, and areas of improvement.
- Evaluated competitors in terms of market share, product offering, recognizable strategies, and advertising efforts to determine strategies that would strengthen our company's presence in those areas.
- Researched market conditions, including customer interest and availability, product need, economy volatility, access to resources, and shipping requirements, to make confident decisions in pursuing, maintaining, and strengthening market opportunities.
- Apprehended the ownership over the portfolio in order to maintain the percentage of company's customer promotor vs. the detectors and the neutrals customers. However I have succeeded to convert the detectors to promotors with the big effort applied during the after sales service.

#### **Assistant Sales Manager**

**2007 – 2009**

- Maintained a high level of customer services.
- Coordinated with sales manager and ensured achievement on monthly and annual sales goals.
- Administered and maintained key customers at various levels.
- Prepared proposals and provided daily reports accurately.
- Evaluated all pricing and ensured consistency on same at all times.
- Ensured compliance to all company policies and procedures.
- Monitored and tracked all sales and promotional programs for sales team.
- Participated in weekly sales department meetings.

#### **Bank Med – Istiklal Branch**

**Trainee**

**August 2006**

During my rotation at Bank Med, I have been exposed to its three major departments

- Teller Section such as cash deposits, withdrawals, check deposit, colleges and school fees payment.
- Customer Service such as personal loans, housing loan, plastic money, education plan, life insurance and retirement plan.
- Operation Support such as payment of bills from accounts, L/C application, documentary collection, issuance of certificate, dormant account identification, credit cards dues and custody of pins.

## **Key Skills**

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Autocad 2D

## **Education**

### **Bachelor in Banking and Finance**

Lebanese American University, LAU.  
Beirut, Lebanon.  
**2006/2009.**

## **Referrals:**

Available Upon request.