

**Diana Nasser**  
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## EDUCATION

**Master in Management- International Management** **2004-2006**  
**ESA Business School, Lebanon.**  
Associated to ESCP-EAP PARIS.

**Bachelor in Business and Management** **2001-2004**  
**USJ - Saint-Joseph University, Lebanon.**  
Faculty of Business and Management.

## PROFESSIONAL EXPERIENCE

**A1 Properties/ Dubai, UAE** **Nov 2018 - Dec 2019**  
**Real Estate**

**Senior Investment Specialist/ Ready & Off Plan Specialist:**

- Providing complete end to end net worth solutions to the prestige clients/ Increase new relationships and maintaining a strong bond with existing clients
- Conduct Market Research and analyze the data collected in order to determine the best available real estate offers as per farming areas and identify the potential clients
- Ensuring successful sales transactions/ Dealing with Dubai's most exclusive real estate developers/ Serving new buyers and making new listings/ Booking and conducting property viewings and valuations and negotiating offers/ Delivering exceptional customer service

**Engel & Volkers/ Dubai, UAE** **May 2018 - Oct 2018**  
**Real Estate**

**Senior Investment Specialist/ Ready & Off Plan Specialist:**

- Providing complete end to end net worth solutions to the prestige clients/ Increase new relationships and maintaining a strong bond with existing clients
- Conduct Market Research and analyze the data collected in order to determine the best available real estate offers as per farming areas and identify the potential clients
- Ensuring successful sales transactions/ Dealing with Dubai's most exclusive real estate developers/ Serving new buyers and making new listings/ Booking and conducting property viewings and valuations and negotiating offers/ Delivering exceptional customer service

**Damac Properties/ Dubai, UAE** **Nov 2016 – Oct 2017**  
**Real Estate**

**Sales Manager:**

- Manage a team of sales professionals & Devise and implement target based sales strategy and monitor sales performance/ Assess & Review Business Approach
- Exposure to regional and global markets (Sultanate of Oman and Egypt): Conduct Market studies in order to identify the best real estate agents and potential clients to sell them the properties

**Metlife / Beirut, Lebanon** **June 2015 – May 2016**  
**Life Insurance**

**Sales Manager / Field Force:**

- Recruit, train & develop a team: Interview job applicants, review application/ resume, evaluate applicants' skills and make recommendations/ Performance management & mentoring of supervised consultants
- Provide field support to team members on regular basis: study the competitors, analyze the different offers, decide on the targeted audience

**Media****Sales & Marketing Manager:**

- Conduct Business Development Projects for Jordan, Qatar, Syria & Iraq: Identify & Develop new business opportunities/ Prepare Business Plans & Research Studies/ Initiate the project proposal process, to project planning and implementation phases.
- Develop a business plan covering sales, revenue, and expense controls, meet agreed targets, and promote the organization's presence throughout Lebanon.
- Develop the annual marketing plan, of the realistic costs of operating the sales force; and sales promotion program plans.
- Develop the team through motivation, counseling, skills development and product knowledge development & observe the performance of sales representatives in the field on a regular basis
- Manage the sales administration function, operational performance reporting, and advise senior management on maximizing business relationships and create an environment where customer service can flourish.

## CERTIFICATES & TRAININGS

Digital Marketing: Strategy & Execution	Lebanon 2020
The Practicum to Managing Negative States/ How to Manage your Money/ Career Development/ How to Dress To Impress/ Sitting Ducks Negotiating Program/ Impact Talk/ Solved By Design/ Execution without Excuses	Lebanon 2020
Digital Marketing/ Manage Your Time/ Emotional Intelligence/ Increasing your sales	Lebanon 2016
Revolutionary Self Development/ Efficient Purchasing for executives/ Sales Training & Self Development	Lebanon 2010
Boîtes à outils du manager	Lebanon 2008
Project Manager	Lebanon 2007

## LANGUAGE PROFICIENCY

⇒ Arabic, French & English: read, write and speak.

## COMPUTER SKILLS

⇒ Microsoft: Word, Excel, Power Point, Internet Explorer, SPSS Statistical Software, Outlook, Projects.....Web Expert.

## INTERPERSONAL SKILLS

⇒ Fast Learner/ Motivated  
 ⇒ Available to frequent travel schedule

## PERSONAL INFORMATION

⇒ Nationality: Lebanese  
 ⇒ Marital Status: Single  
 ⇒ Date of Birth: 02 January 1983  
 ⇒ Interests: Sports, Music, Movies, Reading, Camping, Hiking and Traveling