



# LEILA SAWMA

INTERNATIONAL SALES & MARKETING EXECUTIVE

## PROFILE

As a Keynote Speaker and experienced International Sales Executive, I bring a strategic yet personable approach to the buying and selling process. Drawing from years of experience as a senior sales & marketing consultant, I have built a reputation for my proven ability to guide buyers & sellers to obtain the best value for any of their assets and purchases.

**D.O.B:** 06/07/1988

**Marital Status:** Married / no children

**Nationality:** Lebanese

**Address:** Mazraat  
Yachouh, Metn,  
Lebanon

## CONTACT

**PHONE:**  
+ 961 71 217421

## EDUCATION

**American University of Science and Technology**  
Public Relations 2008-2010

**Rosary School**  
BACC II 2007

## WORK EXPERIENCE

**Pride Invests**  
**International Sales & Marketing Executive**  
March 2018 – Present

- Act as Pride Invests' Brand Ambassador globally
- Keynote speaker representing Portugal and the Pride of Estoril project at all international Real Estate and Citizenship By Investment exhibitions in which Pride Invests participated
- Manage the sales of Pride Invests' international projects in Cascais, Portugal, St Paul De Vence on the French Riviera and the luxurious project of Pride of Yarzeh in Lebanon
- Identify business opportunities and research sales options
- Maintain relationships with clients by providing support, information, and guidance
- Manage communications with international real estate agencies and provide them with support to successfully close deals abroad
- Implement the marketing planning and strategy
- Identify successful marketing ideas
- Send weekly progress reports to the upper management and suggest new marketing and sales ideas and modifications to the marketing strategy during the weekly meeting to maximize the sales and performance
- Generate presentations to highlight international projects
- Manage the leads for the projects in Portugal and France
- Manage sales strategy
- Design innovative marketing strategies to enhance the sales
- Analyze and identify appropriate partner for each product in geographic market

## CONTACT

WEBSITE:

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EMAIL:

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## SKILLS

- Brand Ambassadorship
- Customer acquisition
- Analytical Skills
- Project management
- Microsoft Office
- Team leadership
- Negotiation
- Marketing
- Sales
- Communication
- Management

### **METLIFE ALICO UNIT MANAGER**

January 2017 – December 2017

- Sell insurance policies and reach personal targets,
- Recruit a team of insurance agents,
- Train the team to reach the targets set by the company,
- Go on joint fields with the agents to make sure they are properly trained,
- Make sure the team is upholding the company's image and following the regulations and reach agency set targets.
- Achievements: Agency top producer for 3 consecutive months.

### **CATALIYA TRADING SALES AND MARKETING MANAGER**

May 2013 – July 2016

- Supervise and participate in the sales;
- Review sales records and staff performance, aiming at exceeding targets set;
- Conduct monthly staff meetings to keep track of work flow;
- Supervise the billing and after sales procedures;
- Determine discount rates and special offers to clients;
- Hire and train new sales personnel;
- Negotiate the terms of an agreement and closing deals,
- Gather market and customer information in order to keep track of the market's demands;
- Negotiate on price, cost, delivery and specifications with buyers and managers;
- In conjunction with GM prepare orders from U.S.A and China;
- In conjunction with GM follow up and receive import orders;
- Work closely with the clients to make sure all their needs are fulfilled and problems are solved;
- Coordinate feedback session with GM regarding all issues concerning clients and sales employees.
- Achievements: Successfully launched and sold 2 new brands.

### **LOFT CONSTRUCTION CONTRACTS & COLLECTIONS MANAGER**

May 2010 – January 2013

Collections part

- Collect money through the various stages of construction via e-mails and phone calls,
- Manage the records of the debtors and all the financial transactions that take place between them and the company,
- Work with GM to respond to credit and collection concerns with clients,
- Notify clients if construction went faster or slower than anticipated,
- Send letters with construction updates to the banks in case the client in paying through a housing loan,

## LANGUAGES

Arabic	Expert
English	Expert
French	Good

## Contracts management and after sales part

- Responsible for preparing, reviewing and administering clients' contracts during the various stages of the construction process
- Coordinate feedback session with GM regarding legal contract ramifications & issues concerning clients.
- Liaise with the company lawyers for clarification and direction about legal aspects and liabilities,
- Prepare correspondence requesting client to provide amendments to the original contract,
- Liaise with client, GM and company lawyers for obtaining agreement and contract sign off,
- Liaise with client and bank official to help with housing loan,
- In conjunction with GM review contractual obligations and contract templates,
- Notify client formally where special circumstances or breaches of contract have taken place,
- In conjunction with the client, update soft apartment plans and set parking lots on building's maps,
- In conjunction with GM hold a sales meeting (prepare apartment plans, building plans, parking lot plans, contract template and list of apartment specs).

## REFERENCES

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ABIR EL ASSAAD	General Manager / PRIDE INVESTS
Phone Number +961 5 957357	

ELIE KFOURY	Agency Leader / METLIFE ALICO
Mobile Number +961 70 107150	

RONY SAWMA	Owner / CATALIYA TRADING
Mobile Number +961 3 577228	

JOE SALLOUM	Procurement Manager / LOFT CONSTRUCT.
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