

Lina El-Dani

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PROFILE

A diligent and multilingual MSc graduate with experience working in fast paced environments , an aptitude for problem solving, and a passion for sales. Currently seeking a challenging opportunity where I can exploit my full potential and leverage my skills.

WORK EXPERIENCE

UserGuiding

Fully Remote

Product Adoption Specialist (Sales & Business Development)

April 2021 - November 2021

- Researching , identifying and qualifying new business opportunities with a focus on the EMEA region.
- Identifying & reaching out to decision makers via Linkedin and emails.
- Setting up discovery & demo calls for the sales team when a lead reaches a qualified stage.
- Developing email and social selling campaigns to generate new sales prospects through alternative methods.
- Liaising with the inbound and outbound sales teams to achieve targets.
- Maintaining activity and lead qualification information in CRM application.

Nestlé Dubai Manufacturing LLC

Dubai , UAE

Graduate Electrical Engineering Intern

Jan 2020 - Sep 2020

- Inspected all electrical panels in the Dairy and Confectionery plants to ensure that they comply with the Nestlé standards, prepared a gaps report and an action plan to close all gaps found.
- Conducted weekly site safety inspections (GEMBA walks) in both the Dairy and Confectionery plants, documented and escalated findings to area owners.
- Mapped electrical loads in the factory on a line-per-line basis and identified loads for which energy meters need to be installed.
- Communicated and negotiated with external suppliers on behalf of the E&A team.
- Shadowed contractors to ensure their compliance with Nestlé's safety guidelines.
- Contributed to the digitalization journey in the factory by creating several PowerApps applications.
- Reviewed the energy consumption of the Air Handling Units and Lighting in the factory and proposed multiple energy-saving & cost-saving opportunities , which would help reduce the carbon emissions by at least 40 tCO₂ yearly.

EDSO Group
Engineering Trainee

Tripoli , Lebanon
Aug 2019 - Sep 2019

- Worked on electrical layout drawings for residential properties on AutoCAD

Major Events Media
Sales Executive

Tripoli , Lebanon
Mar 2017 - Sep 2017

- Generated B2B sales leads through business directories, client referrals, etc for a variety of events such as The Cannes Film Festival, Montreux Jazz Festival, Cannes Boat Show, MIPIM..Etc.
- Identified decision-makers and reached out to potential clients via phone calls and emails to demonstrate and present services to them.
- Built and maintained excellent relationships with clients which resulted in several re-books.
- Negotiated on prices and package specifications with managers.
- Achieved the highest sales record in my team (15 employees) and exceeded individual sales targets (135 %).
- Provided tailored packages to the clients in order to meet their requirements effectively.
- Planned and implemented strategies to increase revenues.

EDUCATION

University of Glasgow
MSc Electrical Engineering, With Distinction

Glasgow, Scotland , United Kingdom
2018

University of Balamand
BSc Electrical Engineering

Al Koura, Lebanon
2015

SKILLS AND INTERESTS

Skills: Proactive Communication ,Problem Solving , Adaptability , Critical Thinking, Leadership.

Software Skills : Microsoft Office (PowerPoint , Excel , Word) , Python , Matlab , AutoCAD

Languages: Arabic (*Native*) , English (*Full Working Proficiency ,IELTS 8.0/9.0*) , French (*Upper Intermediate*) , Spanish (*Basic*)

REFERENCES

References Will Be Issued Upon Request