

Dana Al Hammoud

Beirut, Lebanon
+961 71 359 355
dana.alhammoud@hotmail.com
[LinkedIn](#)



EXPERIENCE

Light FM Business

Beirut, Lebanon

Sales Development Manager

Feb. 2023 – Present

- Developing sales strategies to draw in potential buyers or to solicit new potential customers
- Initiating contact with potential clients through cold calling and handling leads generated through advertisements
- Leading solid prospects through the sales funnel, and arranging in-person meetings, emails, or phone calls
- Developing new marketing strategies to increase sales and maintain active customers
- Planning Light FM Business participation in HORECA Expo Gent, Belgium, and representing the company throughout expo dates

Radisson Hotels Group

Muscat, Sultanate of Oman

Country Sales Manager

May. 2022 – Feb. 2023

- Oversight of sales strategy for cluster and delivery of sales against agreed targets for two 4 star hotels and one 5 star hotel
- Portfolio handling of a minimum of 4 dormant accounts per hotel and turning them into producing accounts
- Identified new markets and business opportunities and increase sales
- Acquired and developed new business accounts and prepared sales proposals for clients
- Managed the full business cycle for groups and events, encompassing lead generation, engaging prospects, service presentation, overcoming objections, deal closure, through to referral acquisition and sustaining positive client relationships

Paradise Inn Hotels & Group

Alexandria, Egypt

Cluster Sales Manager

Jul. 2021 – Apr. 2022

- Developed action plans and setting objectives for increased revenue and maximum profit for 2 hotels and 1 resort in Alexandria
- Identified new leads, and prospecting potential accounts & clients, from Alexandria & Cairo
- Overseen the booking and reservation process to ensure availability and proper arrangement
- Presented sales proposals to clients via arranged meetings
- Handled the sales process from building rapport until closing, and follow up, and maintaining a good business relationship with the clients

Gefinor Rotana Hotel

Beirut, Lebanon

Events Sales Executive

Jun. 2018 – Jun. 2021

- Coordinated weddings and special events for up to 250 attendees
- Prospected 6 new companies to loyal revenue generating business partners by the first quarter of 2019
- Increased the MICE ADR from US\$ 38 to US\$ 40 for the DDP related to my target market segments
- Handled the entire business cycle for events from prospecting leads, to contacting potential customers, presenting the service, negotiating customer objections, closing the deal, up until generating referrals and maintaining good business relationships

Le Bristol Hotel

Mar. 2016 – May. 2018

Beirut, Lebanon

Sales & Marketing Coordinator

- Managed social media platforms
- Responded to information requests from media vendors and travel trade via phone and email
- Coordinated department materials and promotional items including any preparation and shipping of sales kits, welcome packages, gifts, attraction passes and other collaterals
- Organized filing systems, including management of content assets such as photos, video and copy

Front Desk Agent

- Greeted visitors warmly and make sure they are comfortable
- Performed all check-in and check-out tasks
- Managed online and phone reservations
- Provided information about our hotel, available rooms, rates and amenities
- Liaised with our housekeeping staff to ensure all rooms are clean, tidy and fully-furnished to accommodate guests' needs

City Premiere Hotel Apartments

2015

Dubai, United Arab Emirates

Rotation Internship

Dubai World Trade Center – Dubai Airshow

2013 & 2015

Dubai, United Arab Emirates

Pavilion Supervisor in charge of F&B

EDUCATION

Lebanese American University

2013 - 2016

BS in Hospitality & Tourism Management

Google Digital Garage

2021

The Fundamentals of Digital Marketing

Case Western University through Coursera

8 weeks

Inspiring Leadership through Emotional Intelligence

LANGUAGES & Skills

Languages:

English – *Bilingual*

Arabic – *Native*

French – *Intermediate*

Technical Skills:

- **Proficient in Opera Hotel Management System**
- **Experienced with CRM Software:** Proficient in utilizing platforms like Salesforce for efficient sales lead tracking and customer interaction management
- **Skilled in Event Management Software:** Adept with tools such as Cvent for streamlined event planning, registration, and execution processes
- **Proficient in Microsoft Office Suite:** Proficient with Word, Excel, PowerPoint, and Outlook for comprehensive document creation, data analysis, compelling presentations, and effective communication management

Soft Skills:

- **Communication Skills:** Strong verbal and written skills for clear negotiations, impactful presentations, and effective stakeholder management
- **Networking:** Proficient in establishing and nurturing professional relationships across a broad spectrum of clients, vendors, and colleagues
- **Negotiation Skills:** Strong negotiation capabilities for securing advantageous contract terms and sales deals
- **Attention to Detail:** Meticulous attention ensuring flawless execution of events and sales processes
- **Customer Service:** High level of customer service orientation, ensuring client needs are met with a positive and proactive approach