

Toufic Ghalayini

Sports Management - Sports Marketing - Business Marketing - Business Management

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WORK EXPERIENCE

Club Activities Coordinator

International College

October 2023 - December 2023

- Created schedules for different club during the week
- Communicated with multiple club advisors
- Oversaw daily operations and coordinated the activities of the clubs
- Organized and assisted in the planning of club activities
- Communicated with students and advisors involved in the clubs
- Coordinated and edited documents for advisors and internal management
- Attended internal and external meetings regarding club coordinations

Sales Executive

Al-Riyadi Club & Al-Riyadi Basketball Academy

August 2021 to September 2023

- Developed quarterly strategies for the academy regarding marketing, events, and business structure
- Implemented sales strategies to secure sponsorship deals and partnerships with local and national businesses.
- Cultivated and maintained relationships with existing clients, ensuring high levels of satisfaction and repeat business
- Negotiated contracts and terms with clients, ensuring mutually beneficial agreements regarding subscription and kit payments.
- Provided regular reports and updates on sales performance and pipeline activity to management.
- Supported during on-ground events and outdoor events that promoted the activities in the academy
- Assisted in the preparation of sales presentations and other marketing documents
- Managed a sales pipeline from A-Z in a B2C environment
- Helped in sales outreach to maintain and retain current and new sponsorship deals

Key Achievements

- Exceeded annual sales targets by 20% through strategic prospecting and negotiation techniques.
- Secured a major sponsorship deal with a Kelme, resulting in a 30% increase in revenue for the organization.
- Implemented a new CRM system, In2, to streamline sales processes and improve efficiency, resulting in a 15% increase in productivity.

Operations Manager

AC Sportings Club

May 2021 - August 2021

- Managed customer relations by closely monitoring feedback from clients and addressing/solving any misunderstandings
- Managed the sports activities of the academy by acquiring sponsorship deals with various fitness & health brands
- Developed new operational system to drive more efficiency internally to maximize profits and sales of kits, field reservations, and monthly subscriptions
- Researched sponsorship trends and worked on market research based on competitors and target audience

Sports Marketing Coordinator

Le Babar Summer Camp

June 2019 - August 2019 & May 2021 - July 2021

- Participated in the camp's different activities and provided collaboration and events opportunities with multiple local brands
- Developed and implemented a marketing plan that increased client retention and overall engagement including social, print, and digital media
- Helped in expanding other branches successfully
- Participated in establishing a new branding strategy
- Improved camps' financial plan to increase club profitability

Marketing Coordinator Volunteer

The World Cup Fanzone at Beirut Digital District

June 2018 - July 2018

- Participated in the development and implementation of the marketing strategy
- Raised in-kind gifts in the form of sponsorship
- Participated in the creative process of designing printed and digital material of the posters and flyers for the purpose of marketing and information

Key Achievements:

- Worked with Redbull as the beverage sponsor
- Worked with LBC as the media coverage sponsor for the event
- Managed different local djs and kiosks during the event

PROFESSIONAL SUMMARY

A trained athlete with a passion for building a career in Marketing and Sports Management & Marketing. I am also a marketing enthusiast and graduate whose positive attitude & ambition to grow and learn the interplay between both industries and global businesses including sports team/club management, sports merchandising, digital marketing, sports marketing, and fundraising for sports.

EDUCATIONAL BACKGROUND

ANTONINE UNIVERSITY

Beirut - Lebanon

BS in Physical Education - Sports Management

2017-2020

AMERICAN UNIVERSITY OF BEIRUT

Beirut - Lebanon

Non-Degree BBA - Concentration: Marketing

2014-2017

SPORTS BACKGROUND

Rugby Player

Lebanese National Rugby Team

2017 - Present

Basketball Player & Team Captain - 4th Division

Sportsville Club Beirut

2021 - 2021

Rugby Player

AUB University Team

2015 - 2017

- Attended the South African Rugby Tour in Cape Town
- Won the MVP & Sportsmanship Awards
- Participated in the 2016 Collegiate Rugby League Championship

SKILLS & QUALIFICATIONS

- Business Management
- Project Management
- Sports Management
- Financial Analysis
- Team Leading & Coaching
- Team Management
- Data Analysis
- Communication
- Operations Management