

Rami Zawdeh

Business development - Sales executive - Public relations

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EXPERIENCE

IFP group, Beirut – Business development executive

November 2023 - December 2024

Achieved 5 successful deals monthly by targeting high-potential clients in Egypt, China, and Saudi Arabia, managing 30 appointments per month, qualifying leads to align with business objectives, and conducting strategic cold calls to expand the client base and drive sales growth for IFP Group.

Norwegian refugee council, Beirut — Business skills instructor

December 2020 - July 2023

Delivered tailored training on business development and soft skills to 100+ participants, enhancing their professional capabilities and personal growth. Designed curricula on communication, leadership, and problem-solving, achieving a 30% improvement in workplace performance and employability.

Arope insurance, Beirut — Telesales executive

July 2018 - October 2019

Executed 150 outbound calls daily to promote and sell tailored insurance products, securing an average of 20 deals monthly by understanding client needs and building trust. Consistently surpassed sales targets through proactive lead generation, strategic cold calling, and diligent follow-ups, driving sustained revenue growth.

Lineadecor, Riyadh — Sales executive

October 2016 - November 2018

Provided expert consultations to help clients select customized kitchen solutions, securing 6 deals monthly. Delivered compelling product presentations, showcasing designs that generated over \$30,000 in monthly revenue. Fostered strong client relationships through exceptional service, ensuring satisfaction and repeat business.

SKILLS

Customer success management

Public Relation and customer engagement

Time and project management

Business development and market growth

Certifications

Artificial intelligence basics (Beirut Arab University- July 2023)

B2B sales fundamentals (Iabc institution - October 2022)

Sales pitching and closing deals (Skillsoft platform- July 2022)

Learning and development fundamentals (Linkedin learning- Jan 2022)

LANGUAGES

English (Fluent)

French (Fluent)

Arabic (Native)

EDUCATION

Lebanese University, Tripoli — Marketing (BA)

September 2012 - Sep 2015

Completed a bachelor's thesis on consumer behavior marketing, analyzing purchasing patterns and decision-making factors to enhance marketing strategies.

Universite Libano-Francaise, Tripoli — Social Science (BA)

December 2020 - March 2022

Completed thesis on learning strategies and social practice for learning in social science, examining their educational impact.

Projects

Dubizzle Group, Beirut — Freelance *Business Development consultant*

Jun 2023 - Aug 2023

I contributed to generating new leads, building connections and partnerships with 130 firms in North Lebanon, boosting profits, and enhancing brand awareness in the region.

Globalcom Group, Beirut — Freelance *sales executive*

Sep 2023 - Nov 2023

I helped the company close 48 (B2C) deals within 2 months in the fiber optic and internet services sector, raised awareness about the company's products, and provided excellent customer service.