

Joelle Achy

Sales Executive

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SUMMARY

Dynamic and results-driven Sales Consultant with a proven track record of delivering exceptional revenue growth and client satisfaction across diverse industries. Over 6 years of experience generating and nurturing 6,500+ leads, negotiating and closing over 200 high-value contracts, and consistently exceeding sales targets. Demonstrated expertise in preparing tailored sales proposals and implementing strategic initiatives, achieving a 25% contract closure rate and a significant increase in revenue. Skilled in customer relationship management and delivering substantial value, driving customer retention rates to 90% and maintaining 100% customer satisfaction. Committed to leveraging strategic sales acumen and customer-focused approaches to drive growth and success for a forward-thinking organization.

PROFESSIONAL EXPERIENCE

Sales Consultant

Mar 2024 – Present

Bayt.com, Qatar

- Generated over 2,500 leads through targeted sales initiatives, contributing to a 27% growth in the sales pipeline.
- Played a key role in securing 53 major contracts, driving a substantial increase in revenue for the sales division.
- Prepared and delivered sales proposals in alignment with client needs, achieving a 25% contract closure rate.
- Successfully negotiated and secured 5-figure contracts, achieving favorable terms for the company and its clients.
- Collaborated with a team of 6 sales professionals to exceed targets and strengthen customer relationships.
- Maintained client relationships through consistent communication, achieving 100% customer satisfaction rates.
- Analyzed customer data to identify upselling and cross-selling opportunities, increasing revenue by 39%.

Sales & Business Development Executive

Nov 2021 – Feb 2024

Intoact International, Dubai, UAE

- Negotiated and closed 20 high-value deals per quarter, consistently exceeding sales targets by more than 25%.
- Conducted 80+ daily outbound cold calls to identify potential clients, qualify leads, and transition prospects.
- Created detailed action plans and sales strategies, achieving a 16% success rate across all sales regions.
- Generated over 4,000 leads through strategic lead-generation campaigns, driving significant sales opportunities.
- Optimized the sales process by implementing 5 new sales tools, shortening the sales cycle length by 18%.
- Networked to identify business opportunities, contributing to a 33% expansion of the company's sales pipeline.

Sales & Customer Support Executive

Feb 2020 – Oct 2021

PawPots & Sidelick, Lebanon

- Utilized product knowledge to provide accurate information to 50 daily clients and address all of their concerns.
- Implemented a personalized customer relationship management strategy, increasing customer retention to 90%.
- Delivered 10 monthly sales reports to management, offering insights to support data-driven decision-making.

- Conducted engaging product demonstrations for prospective clients, leading to a 21% boost in conversion rates.
- Responded promptly to customer queries and resolved complaints, to ensure positive customer feedback.
- Developed 70 marketing materials, ensuring effective sales messaging and value proposition communication.

Sales Attendant

Sep 2018 – Jan 2020

Zaatar W Zeit, Lebanon

- Communicated effectively with over 50 clients daily, resulting in a 21% improvement in repeat business.
- Provided comprehensive customer service and support, achieving a 98% customer satisfaction rating.
- Increased average order value by 36% via personalized upselling and cross-selling of complementary products.
- Designed and implemented personalized customer experiences by utilizing customer data and insights.
- Developed and maintained strong relationships with regular customers to increase loyalty and repeat business.

EDUCATION

Bachelor's Degree in Business Administration

Sep 2018 – Sep 2022

American University of Technology

GPA: 3.5/4

CERTIFICATES & TRAININGS

- Train the Trainer Certificate by Zaatar W Zeit (2019)
- Digital Marketing Course by Boost with Facebook (2021)
- Public Speaking by JCI (2023)
- Security Awareness Training by Udemy (2024)

SKILLS

- Highly proficient in Sales strategy development, Lead generation, Client relationship management, Market research and analysis, Sales pipeline optimization, Strategic decision-making, Contract negotiation, Sales proposal preparation, Cross-selling strategies, Key account management, Sales target achievement, Data-driven sales insights, CRM software proficiency, Sales process optimization, Client engagement improvement, Sales reporting, Business development, Risk mitigation strategies, Team collaboration, and Customer retention.
- Highly proficient in Salesforce, HubSpot, Zoho CRM, Pipedrive, Freshsales, LinkedIn Sales Navigator, ZoomInfo, Outreach.io, Gong.io, Tableau, Apollo, Lusha, Power BI, Asana, Trello, Slack, Monday.com, Canva, DocuSign, Microsoft Office Applications, and Google Workspace tools.

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Fluent)