




## LAURA ASSAL

 Victoria Island, Lagos, Nigeria | LB Lebanese

 +234 809 912 0000 | +961 70 50 97 70

 lauraeassal@gmail.com

 Date of Birth: 19/10/1991

## PROFESSIONAL SUMMARY

Results-driven Sales, Marketing & Business Development professional with many years of experience between West Africa and the Middle East. Demonstrated ability to grow revenue, manage client relationships, and lead go-to-market strategies across different sectors. Skilled in B2B/B2C sales, CRM implementation, campaign execution, and team leadership.

## CORE COMPETENCIES

- Sales & Business Development Strategy
- B2B/B2C Account Management
- Market Expansion & Competitive Analysis
- CRM Implementation & Customer Retention
- Event Marketing & Activations
- Cross-Functional Team Leadership
- Fluent Client Communication & Negotiation

## PROFESSIONAL EXPERIENCE

### Business Development Manager

ICAS Nigeria – Lagos, Nigeria | Jan 2024 – Present

- Lead strategic business growth in ELV and AV markets, identifying new opportunities through research and networking.
- Built partnerships with architects, contractors, and integrators to increase project pipelines.
- Managed operational teams and monitored KPIs for improved decision-making.

### Sales & Marketing Manager

Bature Brewery – Lagos, Nigeria | Jan 2023 – Dec 2023

- Increased sales by 500% within a year by optimizing sales strategy and client retention.
- Launched CRM system to track customer interactions and sales performance.
- Managed marketing campaigns, social media, and nationwide brand activations.

- Represented the company at high-profile events to secure B2B partnerships.

#### **Senior Sales Coordinator & Business Development**

Spotlight International – Lagos, Nigeria | Oct 2021 – Dec 2022

Spotlight International – Beirut, Lebanon | Mar 2021 – Oct 2021

- Expanded client base through outreach, proposal follow-up, and closing deals locally and internationally.
- Managed sales team and logistics for freight between Lagos and international suppliers.
- Attended networking events to position the brand and attract prospects.

#### **Account Manager & Tech Sales Specialist (B2B & B2C)**

Grey Matter SARL / IglooRooms LLC – Lebanon | Jun 2019 – Mar 2021

#### **Other Hospitality Roles**

| 2007 – 2019

### **EDUCATION**

- MBA in Marketing – American University of Technology (AUT), Lebanon – 2018
- BBA in International Hospitality Management – American University of Culture and Education (AUCE), Lebanon – 2014
- Technical Diploma in Hospitality Management – Institut Freddy Attallah – 2010

### **LANGUAGES**

- Arabic – Native
- English – Excellent
- French – Professional

### **REFERENCES**

Available upon request.