

# DALIA AYACHE

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## Professional Summary

Dynamic Sales & Marketing Trainer with expertise in business development, client acquisition, and training program design. Proven success in driving revenue growth, building strategic partnerships, and empowering teams through mentorship, sales enablement, and marketing innovation. Skilled in delivering impactful workshops, financial advisory, and cloud solutions that improve customer retention and market expansion. Adept at tailoring solutions for SMEs, corporates, and entrepreneurs across diverse industries in the MENA region.

## Professional Experience

### Inside Sales – Bespin Global, UAE

*Aug 2024 – Present*

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- Manage and grow client accounts by delivering tailored cloud solutions (Microsoft, AWS, Google Workspace).
- Build and maintain long-term customer relationships, achieving higher client retention and upselling rates.
- Lead B2B sales efforts, conducting needs assessments and providing solutions that align with client business goals.
- Consistently exceed sales KPIs by closing new deals and securing strategic partnerships.

### Mentor & Facilitator – INJAZ, Lebanon

*2024*

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- Mentored SMEs on business development, sales execution, and marketing strategies to scale operations.
- Delivered hands-on training sessions on customer acquisition, market positioning, and profitability improvement.

- Facilitated workshops covering the end-to-end business lifecycle from ideation to execution.

## **Founder – Mounet Dalia, Lebanon**

*Apr 2021 – Present*

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- Founded and scaled an entrepreneurial venture connecting Lebanese women producers with local and international buyers.
- Expanded supplier network, negotiated pricing, and implemented quality assurance standards.
- Secured grants from international NGOs and drove business growth through digital marketing campaigns and sales outreach.

## **Marketing & Sales Specialist – Exquitech, Lebanon**

*Jul 2023 – Jul 2024*

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- Generated over 600 qualified meetings across UK, KSA, and UAE markets, fueling business pipeline.
- Spearheaded telemarketing campaigns tailored to regional markets, increasing brand presence.
- Launched and managed digital marketing campaigns that expanded customer acquisition and brand visibility.

## **Sales Trainer – Idea Craft, Lebanon**

*2023*

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- Designed and delivered comprehensive sales training to 50+ entrepreneurs and professionals.
- Enhanced skills in prospecting, cold calling, urgency creation, and closing techniques, boosting sales outcomes.
- Achieved exceptional participant feedback for practical, results-driven training sessions.

## **Sales & Public Speaking Trainer – Soujiko, Lebanon**

*2023*

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- Led professional workshops to improve public speaking, confidence, and presentation delivery.
- Developed interactive exercises that advanced communication and persuasion skills.

### **Marketing & Social Media Mentor – Bloom MEA, Lebanon**

**2023**

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- Coached small business teams in digital marketing strategy and social media optimization.
- Enabled participants to increase visibility and achieve measurable revenue growth.

### **Account Manager – Pipa Media Agency, Lebanon**

**2022 – 2023**

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- Drove agency growth by scaling Backstage utilization from 100 to 6M+, generating \$60K+ in revenue.
- Built and managed a high-performing network of TikTok creators, exceeding recruitment and engagement KPIs.
- Developed and executed influencer marketing strategies, aligning brand messaging with engaging content.

### **Sales Agent / Financial Advisor – Bankers Assurance SAL, Lebanon**

**2021 – 2022**

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- Surpassed sales targets, consistently achieving \$70K+ in monthly sales revenue.
- Delivered personalized financial advisory services, helping clients achieve their financial goals.
- Cultivated a broad client base by adapting strategies to diverse customer profiles.

### **Core Skills**

Sales Training & Enablement | Business Development | B2B & B2C Sales | Client Acquisition & Retention

Marketing Strategy | Social Media Campaigns | Influencer Marketing | Content Creation | Lead Generation

Mentorship & Coaching | Workshop Design | Public Speaking | Training Delivery

Financial Advising | Cloud Solutions (AWS, Microsoft, Google Workspace) | Strategic Partnerships

## Education

Diploma – Innovation & Entrepreneurship | American University of Beirut

Training of Trainers (TOT) | British Training Company

BA in Business Management | Modern University for Business & Science (MUBS), Lebanon

Certifications in Digital Marketing and Practical Accounting

## Certifications & Professional Training

- Content Writing – WordWave (2023)
- Design Thinking – UNICEF & Nawaya (2023)
- Business Development – IABC & UNICEF (2023)
- Mobile App Development – InventerWanabe (2022)
- Social Media Marketing – IABC (2022)
- NLP Practitioner – Leverage (2020)
- Quality Management – RHU (2020)
- Financial Intelligence – UNICEF & RE (2020)
- Communication Skills – UNICEF (2019)
- Public Speaking & Presentation – UNICEF (2019)
- Innovation Camp – INJAZ (2018)