

# KIM MOUAWAD

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## Talent

Sales, marketing, customer management, analytical thinking, strategic communication, team play, personability, and creativity

## Experience

**Nymgo S.A.**, Team Leader –Business Development, January 2016 – Current.

- Handling a team of three working on bringing in new business across Africa and Asia
- Traveling and meeting with potential clients
- Preparing competition reports and country profiling
- Distributing tasks between team members and assuring we reach sales targets
- Worked on recruiting B2B agents for the NymCard (Mastercard) in Africa, Asia and the MENA region

Business Development Division, Beirut Digital District

Senior Business Development Consultant, October 2014 – current

- Focused on expanding revenue from Asia
- Generated reports and forecasts to assist in setting and achieving target objectives
- Worked alongside marketing team to implement Media plan
- Handled existing large accounts (retaining, optimizing, solution and problem solving)
- Traveled to countries handled in order to better assess market opportunities, analyze competition, meet with existing and potential clients

Telesales Executive, January to September 2014

- Responsible for growing business in Asia and East Africa
- Assisted in the Nymgo at Sea campaign connecting seamen all over the world
- Cold called new leads for reseller program
- Gathered leads through research and social media
- Responsible for reporting and data keeping using Salesforce
- Completed the working smarter toolkit cycles workshop by Mira-clé consultants, recruitment and training

**Awraq Publishing**, Sin el Fil centre K-line

Senior Sales Executive, 2012-2014 (a&e Luxury Lifestyle Magazine)

- Increased sales by 40%
  - Contacted potential direct clients and media agencies
  - Represented all PR aspects of a&e Magazine Lebanon (attended press events and boutique openings etc..)
  - Prepared Sales reports and forecasts
  - Handled distribution and booked all media related tasks to launch the magazine
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**Education**

**Lebanese American University**, School of Business

Bachelor of Arts, Marketing, February 2011

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**Languages**

English

French

Arabic

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**Hobbies**

Movies, fashion, networking, travel, scuba diving, and horseback riding