

Ali Sekkar

Business Development Executive

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SUMMARY

A highly accomplished Business Development Executive with a proven track record of driving revenue growth and optimizing sales processes across diverse industries. Successfully negotiated multiple six-figure contracts, delivering favorable terms and increasing profitability. Spearheaded lead-generation efforts that resulted in over 500 leads and a 28% expansion in sales pipelines, contributing to a consistent revenue increase. Demonstrated expertise in managing high-volume customer interactions, handling up to 250 calls daily, and achieving 100% customer satisfaction through tailored communication and service delivery. Seeking to leverage a comprehensive skill set in sales, marketing, and strategic planning to contribute to the growth of a forward-thinking organization.

PROFESSIONAL EXPERIENCE

Business Development Executive

Jan 2023 – Present

China Hub

- Successfully negotiated 6-figure contracts, achieving favorable terms for the company and its clients.
- Collaborated with a team of 10 sales professionals to exceed targets and strengthen customer relationships.
- Generated over 500 leads through strategic lead-generation campaigns, driving significant sales opportunities.
- Introduced performance reporting, enhancing decision-making by 9%, and reducing inconsistencies by 45%.
- Conducted engaging product demonstrations for prospective clients, leading to a 21% boost in conversion rates.
- Enhanced product offerings and increased profits by 17% by building ties with suppliers and securing deals.
- Managed 250 calls daily, efficiently directing customers to the sales team for follow-up and order processing.

Sales Executive

Feb 2022 – Dec 2023

Sportswear

- Played a key role in securing 4 major sales contracts, resulting in a 34% increase in revenue for the sales division.
- Maintained client relationships through consistent communication, achieving 100% customer satisfaction rates.
- Networked to identify business opportunities, contributing to a 28% expansion of the company's sales pipeline.
- Enhanced the service quality through assessments, achieving a 100% compliance rate with industry benchmarks.
- Used product knowledge to provide accurate information to 50 daily clients and address all of their concerns.
- Implemented 3 innovative sales tools to optimize the sales process, reducing the sales cycle length by 7%.

Digital Marketing Specialist

Jan 2022 – Dec 2023

Freelance

- Generated 9,200 leads through promotional initiatives, attracting potential clients and driving business growth.
- Negotiated partnership agreements and tracked campaign performance, achieving a 31% return on investment.
- Developed over 70 marketing materials, ensuring communication of sales messaging and value propositions.
- Collaborated with 5 brands on promotional activities, expanding market reach and generating customer leads.
- Launched product promotions, increasing customer response by 22% and driving a 15% boost in overall sales.

EDUCATION

Bachelor's Degree in Management Information System
AUL University

Sep 2019 – July 2022

SKILLS

- Highly proficient in Sales Strategy, Contract Negotiation, Lead Generation, Team Collaboration, Customer Relationship Management, Product Demonstrations, Performance Reporting, Supplier Relationship Management, Sales Pipeline Expansion, Networking, Revenue Growth, Service Quality Improvement, Product Knowledge, Sales Optimization, Campaign Performance Analysis, Marketing Materials Development, Digital Marketing, Promotional Campaigns, Client Communication, and Customer Satisfaction.
- Highly proficient in Salesforce, HubSpot CRM, Zoho CRM, Pipedrive, LinkedIn Sales Navigator, Slack, Trello, Asana, Monday.com, Zoom, Mailchimp, Canva, Tableau, Hootsuite, DocuSign, Microsoft Office Applications, and Google Workspace tools.

LANGUAGES

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