

CAREER SCOPE:

A creative, multi-lingual and accomplished Sales and Marketing professional with 10 years management experience. Proven in developing successful and dynamic teams and delivering impressive company growth. Experience covers distinguished brand portfolio from FMCG to high-end consumer goods. Developed a reputation for solving problems while improving effective business and customer working relationships and significantly improving sales and profitability. Experience gained in different cultural environments and driven by a community sense of responsibility. Expertise covers communication skills in different dimensions through the NGO as a Lecturer and in the field.

My Notable Areas of Expertise include:

- Corporate Culture
- Quality Assurance
- Business Development
- Leadership
- FMCG Sales / Closing
- Maximizing Profits
- Communication
- Account Management
- Retail Luxury Goods
- Operational Management
- Project Management
- Public Relations
- Setting and Meeting Targets
- Marketing Management
- Customer Relationship Development
- Brand Management & Development
- Team Training and Development
- High-End Sales and Marketing

I am now looking to make a continued significant contribution for a company that offers a challenging senior, Sales and Marketing appointment.

PROFESSIONAL DEVELOPMENT

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|-------------------------|---|-------------|
| MBA | International Executive MBA (International School of Management, Paris) | 2011 - 2014 |
| Expert | Management of International Affairs (Institut Supérieur Européen de Gestion) | 2000-2003 |
| Concentration: | Marketing and International Business (University, Robert Shuman) | 1999-2000 |
| Notable courses: | Law, Customer Business Development College 1&2 (P&G), Negotiating (P&G), Train the Sales Trainer (P&G). Bonduelle factory visit in Lille, France and product knowledge seminar. | To Present |

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

LECTURER

2012 - Present

European Global University (Kuwait and Paris Campus), (2012-Present)

- Undergraduate Student Multicultural Management, Brand Management and Negotiation courses
- Undergraduate Student Business Ethics course
- Kuwait Vision 2035 Conference London (2014)
- Topic and Keynote Speakers selection
- 16th IACC(International Anti-Corruption Conference, Tunisia) Game Changer Sessions (2014)
- Keynote Speaker : Corruption and Impunity

CONSULTANT

Oct 2014 - June 2015

Kaizer (Brand Management Consultancy)

Marketing Consultancy for Ford AMG Kuwait, (Feb 2015-June 2015)

- Handling development of marketing strategies and tactical activities
- Events organization for cars activation and launching

Corporate culture development for Kuwait Oil Company (KOC), (Oct 2014-Jan 2015)

- Corporate Culture Communication strategy development
- Corporate Values communication and implementation strategy

ACTING PROJECT MANAGER

Nov 2010 - Present

NGO Change and Development Foundation (CDF) based in Beirut.

- Assisting the NGO and the President in the development of the CDF, through the advancement, and the reform of the community by empowering women and youth - exploiting an unexplored and latent talent
- Delivering fashion programs to assist schools and universities in leadership development
- Helped found the NGO "Change and Development Foundation"

SALES OPERATIONS AND BRAND MANAGEMENT

Sep 2009 - Feb 2011

Abou Adal Group, Lebanon (The Group is now present in Lebanon, Syria and Jordan.)

- Responsible for the sales and export of High-End Watches and the Jewellery Department, Cadrans-Maison de Haute Horlogerie
- As Brand and Sales and Distribution Manager sold and marketed watches (Seiko, Alba, CAT, Fendi Movado, Oris, Lacoste), and executed all brands' guidelines
- Sold a distinguished portfolio of brands, through a strong and established network of distribution and retail outlets.
- Oversaw all sales administration from setting team targets, monitoring team targets and achievements, plus placing and following up orders
- Coordinated the marketing strategy and dealt with outside agencies such as suppliers and Lebanese Media (PR)
- Developed and managed relationships with suppliers
- Set up an action plan for outreach sales

TRADE MARKETER

Jun 2007 - May 2008

British American Tobacco (BAT), Dubai-UAE (Trade Marketing & Business Development Department).

- Developed and managed close business relationships with HoReCa's clients, external agencies, suppliers and the brand marketing teams
- Implemented HoReCa's strategic plans and ensured compliance with BATs Corporate Marketing Standards.

BUSINESS DEVELOPMENT MANAGER

Jan 2007 - May 2007

Transmed Overseas Inc. SA., Dubai-UAE, (Exclusive Distributors of Procter & Gamble, McCain)

- Established and managed this new business division "Transmed Café et Thé" under Transmed Foodservice: a division that is exclusively dedicated to provide the foodservice industry with a premium full coffee solution from Café Malongo, France
- This division handled Malongo Brand for the whole GCC region, (Kuwait, Qatar, Bahrain, UAE and Oman)

ASSISTANT FOOD SERVICE MANAGER

Jun 2006 - Dec 2006

Transmed Overseas Inc. SA., Dubai-UAE, (Exclusive Distributors of Procter & Gamble, McCain)

- Handled a team of account executives in the foodservice department
- Set and met all targets, and business objectives by brand
- Initiated and implemented ideas that developed brands' visibilities
- Implemented new products and brands and provided all necessary support
- Followed-up on sales and reported on sales operations
- Worked closely with my team and supported them in their duties including field work.

ACCOUNT EXECUTIVE

Jan 2005 - May 2006

Transmed Overseas Inc. SA., Dubai-UAE, (Exclusive Distributors of Procter & Gamble, McCain)

- Handled foodservice customers (hotels and restaurants)
- Built a excellent relations and partnerships that significantly increased business, and new list products
- Organised marketing events that promoted brands
- Sourced many new customers

SALES EXECUTIVE

Mar - Aug 2003

Allo Siyaha, Lebanon.

- Trained as a Sales Executive for the TV program Allo Siyaha, broadcasted on NBN TV
- Made sales calls, took appointments, followed-up and made sales presentations
- Also promoted "Allo Siyaha" in magazines and on billboards

PERSONAL

Born: 1981.
Marital Status: Single.
Interests: History, Economy and Travel.
Languages: Bilingual in French & Arabic. Fluent in English.
Nationality: Greek / Lebanese.



References available on request and on LinkedIn <http://www.linkedin.com/pub/soula-kiryakos/5b/543/84b>