

# LILAS AL-NAEMI



## PROFESSIONAL EXPERIENCE

### Cluster senior corporate assistant sales manager

Dec.2021 -Present

#### Novotel Accor Hotel, Dubai

- Develop promotional and advertising materials for the hotel.
- Analysis current client base or target market for the hotel.
- Assists in the development and implementation of the Hotel sales / marketing plan to ensure all Revenue goals will be met and exceeded
- Reach out to organizations and businesses that might require a hotel for conferences and events, and meeting with representatives from these companies to explain the hotel's merits and amenities.
- Networks with wedding planners and special event planners to encourage hotel bookings.
- Design and advertise special group rates and packages to increase larger bookings.
- Ensures that guests are enjoying their stay at the hotel and that large group needs are met.
- Maintains positive relationships with clients to encourage repeat and recurring business

### Sales Executive Relationship Management

Feb. 2015 Nov.2021

#### AL-Sharq Bank, Syria

- Identify existing and potential key Clients and define their needs.
- Manage Clients relationships in a way to achieve set targets.
- Identify new products and services to meet Clients requirements and needs.
- Oversee the state of the clients to ensure their solvency.
- Collect all required documents to make a credit decision.
- Implementing field visits to clients.
- Follow up clients' complaints, and service recovery process.
- Review and recommend credit requests to ensure adherence to credit policies, and appropriate riskreturn propositions.
- Respond to questions from customers about products, instruments, and equipment

### Real estate sales agent

Apr.2012 Jan.2015

#### AIRAYES property advisory, Dubai

- Solicit potential clients to buy, sell, and rent properties
- Advise clients on prices, mortgages, market conditions, and related information
- Compare properties to determine a competitive market price
- Generate lists of properties for sale, including details such as location and features
- Promote properties through advertisements, open houses, and listing services
- Take prospective buyers or renters to see properties
- Present purchase offers to sellers for consideration
- Mediate negotiations between buyer and seller
- Ensure that all terms of purchase contracts are met
- Prepare documents, such as loyalty contracts, purchase agreements, and deeds

## CONTACT INFORMATION



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Resident in Dubai



Nationality: Syrian



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## LANGUAGES

- English-fluent
- Arabic-Native

## PROFESSIONAL SKILLS

- Communication skills
- Negotiation skill
- Analytical skills
- Computer skills
- Organizational skills
- Customer service skills
- Interpersonal skills

## SOFTWARE SKILLS

- Lanyon
- Opera
- Data web
- Resewed
- Accor tools
- Microsoft office including Excel
- Word, PowerPoint, MS Project
- Oracle
- Arias



## EDUCATION

### **Business administration–Finance and Banking**

- Bachelor`s Degree
- International University for Sciences and Technology, Syria



## CERTIFICATIONS/PROFESSIONAL TRAINING

- |   |          |
|---|----------|
| - Project Management using MS Project certificate | Oct.2021 |
| - Attending advanced sales online course          | Sep.2021 |
| - Attending Advanced advertising training course  | Mar.2020 |
| - Attending feasibility study course              | Jun.2019 |
| - Attending Business communication course         | Jan.2018 |