



Bernard Safatli

Senior Marketing and Sales Specialist



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ABOUT ME

Name: Bernard Safatli
DOB: 30/05/1982
Nationality: Canadian
Location: Dubai, The Gardens
Languages: English, Arabic
Marital Status: Single
POB: Halifax, NS

“ In your hands is not simply another resume for someone looking for a full-time job, but instead a person interested in contributing all his experience, creativity and ambition into a growing organization, while in exchange mutually learning and growing.

TECNICAL SKILLS



Summary

I am an individual who not only believes in the value of working efficiently and effectively within the workforce, I also strongly believe in the pursuit of personal and professional development. I believe that through developing and honing ones skills, it equips them with the tools necessary to accomplish whatever task presented, with a determined outlook while upholding performance excellence. It is for this reason that I have involved myself in courses such as Emotional intelligence in the work place, Neural Linguistic Programming, All forms of Marketing and Sales, leadership and public speaking. I am an individual who believes that the tools for success within any field lies within us, and that it is our responsibility to develop and use these tools to better the organization we represent, while carving our own path to success

WORK EXPERIENCE

2013 – Present + Matrix Training Solutions

Corporate Training Solutions, Dubai UAE,

Chief Marketing & Sales Trainer – Executive Coach (Oct 2013 – Present)

- Assisted in the development of corporate clients in order to improve their results, and create a clear strategic goals.
- Created the design and development of training programs along with instructional manuals for the following courses: Ultimate Sales Advantage, Online Marketing, Social Media Marketing, Strategic Marketing, Presenting Masterfully, Effective Communication Skills, NLP (Neuro Linguistic Programing) for Business.
- Performed job analysis to determine job requirements, employee selection, succession planning, training and development needs for continuous improvement of employees within corporations.
- Outsourced to take over the recruitment process for both beginner and advanced sales and marketing roles.

2013 – + Twofour54/ Jabbar Group

Present

Digital Media Studio, Abu Dhabi UAE,

Senior Marketing Specialist (September 2012 – September 2013)

- Developed and launched integrated, multi-channel marketing campaigns that incorporated web and direct marketing that propelled sales from \$1.4 M (2011) to a projected \$3.0 M by 2013 year-end.
- Led market launch of 6 new products. Identified opportunities, researched new product possibilities, collaborated with development and engineering team and created campaigns generating \$1.1 M in annual sales.
- Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps.
- Wrote catalogs, course guides and training brochures that enhanced the sales reps' understanding of complex product features and helped them sell more effectively.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Created online strategies based on results from web and media analytics for measuring incremental impact in unique visitors, content effectiveness, sessions/ visits, page views, search engine positions, and funnel analysis
- Responsible for a team of 5 Direct/Digital Marketers, along with 4 Sales specialists.
- Conducted training sessions in order enhance the effectiveness and efficiency of the message being broadcasted throughout all departments

2009 - + Art in Code

2012

Creative Media Studio, Beirut Lebanon,

Senior Marketing Specialist (April 2009- August 2012)

- Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
- Closed new accounts as a member of business-development team, including a \$200 K win with Beiruting and a \$125 K win with Beirut municipality.
- Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.
- Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches.
- Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close the majority of major accounts.
- Conducted training sessions in order enhance the effectiveness and efficiency of the message being broadcasted throughout all departments

2002 - + Intelle-agent Media East

2007

Financial Data Services, Halifax, Nova Scotia Canada

Sales and Marketing Professional (Feb 2002- Sept 2007)

- Excelled at concise and clear verbal and written communication.
- Displayed excellent knowledge in the market condition to aid in sales, along with product knowledge.
- Awarded top sales Executive for two consecutive year.
- Assisted in the design and development of training modules and instructional materials for all sales activities.
- Manage all day-to-day activities; duties including online advocacy, writing editorial, community outreach efforts, promotions, and IT department requirement implementations.
- Conducted market research such as customer questionnaires and focus groups.
- Measured effectiveness of content, messaging, and other strategies in achieving marketing and communications goals.

Education

2004 - 2009 + Bachelor of Biomedical Engineering

Minor in Industrial Engineering

Dalhousie University, Nova Scotia, Canada



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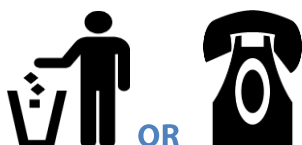
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TRAINING & PERSONAL DEVELOPMENT

- 2014 + The Art of Leadership), *Dubai, UAE*
- 2013 + Presenting You (*The art of Presenting Magically*), *Dubai, UAE*
- 2013 + Neural Linguistic Programming Coach, *Dubai, UAE*
- 2013 + Emotional Intelligence in the Work Place, *Beirut, Lebanon*
- 2013 + Effectiveness of Vocal Power, *Online*
- 2012 + Master in Neural Linguistic Programming Practitioners Course, *Dubai, UAE*
- 2011 + Chet Holmes "Ultimate Marketing Mastery", *Toronto, Canada*
- 2011 + Toastmasters Public Speaking and Leadership Training, *Beirut, Lebanon*
- 2010 + Google Adwords and Analytics Course, *Online*
- 2008 + Supervisory Management Skills, *Montreal, Quebec*
- 2008 + The Art of Cognition, *Halifax, Nova Scotia*
- 2007 + The Causes and Management of Stress, *Halifax, Nova Scotia*
- 2007 + Interpersonal & Effective Communication Skills, *Toronto, Canada*
- 2006 + The Power Within Conference, *Halifax, Nova Scotia*
- 2006 + Improving Your Sales Skills, *Halifax, Nova Scotia*

MAKE YOUR CHOICE:

Expected Time to Read: **60**
seconds



REFERENCE

Available on request