

CHAPTINI RUDY

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PROFESSIONAL EXPERIENCE

June 2017- To Date **Message De Paix “Risalat Salam” (NGO)** **Beirut-Lebanon**
Senior Sales & Marketing Associate

- Trained new members of the sales force – Monitored the performance of different personnel, and Assigned responsibilities to different sales staff through proper coordination.
- Helped in resolving critical issues related to sales, and escalated important matters to upper management.
- Representing and setting up the firm sales shows and exhibitions.
- Created: Sales portfolios for sold items (Acrylic / Plexiglass, Hand-made candles and chocolate assortments for all events), Template sales E-mails, and highly efficient Market segmentation list.
- Increased sales with a 15% margin.
- Use sales and marketing-oriented skills in the best possible way to achieve sales goals, and Identifying potential customers in the market.
- Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.

May 2014- Apr. 2017 **Kilzi & Co. S.A.L. (Insulation & waterproofing)** **Beirut-Lebanon**
Branch Manager

- Handle indoor sales operations, in charge of achieving total customer satisfaction by providing adequate solution to walk-in.
- Perform presales support, following the receipt of a request for quotation from customers.
- Create sales orders and issue final billing documents using company CRM.
- Prepare periodic sales reports to sales manager and CEO.
- Coach new outdoor and indoor sales personnel.
- Assisted in the opening activities of the company’s new showroom in Dora by preparing the preliminary display floor plan of the showroom and submitting it for management approval.
- Develop and maintain sufficient knowledge of existing and new sales products.
- Introduce the company’s product line and solutions to new customers to help grow customer base.
- Conduct sales presentations of the company’s product range to potential clients in prearranged meetings.

Apr. 2011- Mar.2014 **Mikano (Generators & construction machinery)** **Lagos-Nigeria**
Branch Manager

- Managing the company branch in Apapa city and leading more than 50 employees.
- Grew sales from US\$ 1.2 Million in 2011 to US\$ 6.5 Million in 2013.
- Expanded the customer base from less than 1,000 in 2011 to around 1,500 in 2013.
- Achieved significant improvements in branch operations and customer service.

Feb. 2008- Mar.2011 **Cobranet (Internet Service Provider)** **Lagos-Nigeria**
Sales Executive Officer

- Handled internet services sales operations for both corporate and individual accounts.
- Followed-up on clients' needs and issues and provided required support as needed.
- Developed a well-established relationship with dealers which led to an increase in purchase orders and on-time payments.
- Established over 15 points of sales (POS) and generated over US\$ 2.5 Million in sales.
- Planned and conducted numerous marketing activities and promotional events.

Dec.2005- Feb. 2008 **Dot.LB (Financial Institute-Brokerage firm)** **Beirut-Lebanon**
Customer Support Officer

- Conducted live demonstrations of company's products (My track) in order to develop brand awareness.
- Worked with clients to help them define their challenges and developed customized solutions accordingly.
- Provided clients with technical assistance on an as-needed basis.

EDUCATION

2001-2004 Lebanese American University B.S. in Business (Emphasis: Banking & Lebanon Finance)
1985-2000 College Maristes Champville Lebanese Baccalaureates (Elementary Lebanon Math Section).

LANGUAGES

Arabic (Native), English (Fluent), French (Fluent), Spanish (Beginner).

PERSONAL SKILLS

- Fast learner.
- Team player and leader.
- Able to work under pressure.
- Excellent communication and negotiation skills.
- Goal oriented.