



A highly motivated individual seeking an opportunity to explore different areas of travel department. With experience of over 18 years in travel and tourism industry, I have gained considerable knowledge and have exceptional communication skills, target driven and with exceptional multi-tasking skills.

Now looking forward to make a significant contribution with an ambition to look forward that offers a genuine opportunity for progression.

LAILA ZENTAR

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Skill Highlights

- Energetic and self-motivated
- Team player
- Client assessment and analysis
- Exceptional customer service
- Building effective relationships
- Complex problem solver
- Service-focused
- Innovative
- Target driven
- Continuous improvements

Technical Proficiency

- GDS knowledge in Amadeus
- Knowledge with Sabre
- Dnata Front Office
- Word
- Power Point
- Excel

Work Experience

Dnata Travel Agency, Dubai **Sales Support Coordinator**

(January 2019 – September 2020)

Key responsibilities:

- Works closely with the Sales Manager and Key Account Managers for all sales support activities and provides timely and reliable information to the team.
- Lead contract negotiations with accounts and create tailor-made solutions to ensure customer satisfaction and Group profit.
- Prepares all contracts (airlines, visas, hotels, car-rentals) on request from the procurement department.
- Looks after and maintains all administrative actions and tasks linked to contracts.
- Extractions of performance reports and results on a monthly basis.
- Analysis of all reports and coordinates commercial decisions based on report findings.
- Implementation of the commercial actions.
- Providing updates and business leads to Sales Team on marketing developments.
- Maintaining and updating the database to ensure accurate customer contacts details.
- Conducts on-going training courses for existing staff and on-the-job training for the travel trade and corporate travel managers.
- Preparation of well-structured business cases related to filing of special fares.
- Liaising with the Global Account Managers with issues related to Global Accounts.
- Support assistance consistently extended to the colleagues in the region for support related issues.
- Ensure continuation of positive trends, reversal of negative trends, and ways of capturing untapped potential.

Language Skills

- Arabic
- English
- French
- Italian (*Average*)

Hobbies

- Interior Design
- Watching Movies

References

Available upon request.

JABS Tourism Sales Support Manager

(June 2012 – December 2018)

Key responsibilities:

- Understand and engage with key markets, clients, industry and identify potential business opportunities.
- Direct business development initiatives to achieve financial results according to strategy.
- Define, set and impose market and distribution strategy as well as enterprise growth opportunities in line with strategy and within correct levels of authority.
- Prompt efforts towards improving revenue, increasing brand visibility and availability of product in market by identifying optional product characteristics that will appeal to target market.

Cozmo Travel, Sharjah Senior Sales Coordinator

(July 2009 – March 2012)

Key responsibilities:

- Analyse accounts' performance in order to maximise contract negotiations.
- Monitor and report on competitors activities.
- Active use of Salesforce reporting tool to define sales strategies and call-plans for each account.
- Elaborate, propose and negotiate change of commercial policies to local and Central Sales Management.
- Offering specialist, professional and competitive travel products to meet the demands of the travel market, which includes online bookings and tailor-made trips.
- Managed 12 business accounts with strong focus on achieving high levels of client praises and loyalty.
- Handled all aspects of client complaints by maintaining quality communications and establishing productive relationships.
- Resolved service-related problems in a timely manner with regards to travel arrangements.

Air Arabia, Dubai Travel Supervisor

(July 2003 – May 2009)

Key responsibilities:

- Responsible for coordinating travel needs & providing guidance and assistance on complex and/or large travel vendors.
- Evaluating travel vendors and provides performance results or ratings to management.
- Implemented marketing strategies that resulted in 12% growth of customer base.
- Produced ad hoc reports and documents for senior team members.

**KLM Royal Dutch Airlines, Dubai
Travel Customer Care**

(August 2001 – June 2003)

Key responsibilities:

- Meeting and assisting selected passengers on arrival and departure at Dubai International Airport.
- Arranging ground and surface transportation and other travel related services.
- Coordinating with officials at the airport to ensure smooth handling of visa formalities.

Educational Qualifications

Successfully completed Literature of English, University of Casablanca, Morocco (August 1994 – July 1999).

Additionally completed the below travel related courses through Dnata:

- Advanced Amadeus Workshop
- Sabre Tool application