



Branka Alavantija

Key Account Manager for Mondelez, Jacobs, Bic

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Skopje, Macedonia

Profile

Experienced and self-motivated sales person at telecommunication and FMCG industry. I have the capability to create strong customer relationships with a “growth mind set”. Highly competent communicator skilled in multitasking and effectively communicating with others. With strong negotiation skills to successful B2B deal. Adept in making key decisions and working with other professionals to achieve goals and solve problems. Experienced in managing employee and team achievements of targets.

Employment History

Large Account Manager at Vip Telecommunication, Macedonia, Skopje

09/2016–07/2019

- Focusing on growing and developing existing clients, together with generating new business
- Identify new sales opportunities within existing accounts to retain a client-account manager relationship by up-selling and cross-selling
- Generate sales for a portfolio of accounts and reach the company's sales target
- Manage and solve conflicts with clients.
- Establish budgets with the client and company
- Organizes contacts, meetings and negotiations with Business customers
- Maintains current base of Business customers
- Acquisition of new Business customers

Senior Account Manager at A1 Macedonia, Skopje

08/2019–04/2021

Key Account Manager for Mondelez, Jacobs and Bic at Nelt ST, Macedonia, Skopje

05/2022

- Setting up and implementing a strategy for relations with key buyers
- Planning and responsibility for sales implementation
- Negotiation and conclusion of sales contracts with key buyers
- Market monitoring and consumer behavior
- Creation of promotional prices and pricing strategy
- Creation of annual promo plan and building blocks
- Product distribution organization

Links

[Linkedin](#)

Skills

Time Management	4/5
Communication	5/5
B2B Sales	5/5
International Sales	4/5
Cold Calling	4/5
Leadership and Teamwork	5/5
Interviewing	4/5
Estimating	5/5
Marketing	5/5
Digital Marketing	3/5
inovative	5/5
soft skills	5/5

Languages

English	C1
Greek	B2
German	A1
Serbian	Native speaker
Macedonian	Native speaker

- Leading a team, creating sales targets, giving directions, monitoring, motivating, rewarding, giving feedback
- Making a store check
- Part of the team for interviewing new employees in the sales department
- negotiation with consumers for the implementation of objectives by the principals for implementation and increase in sales
- Creating marg in and mark up
- Annual negotiations with Mondelez, Jacobs, Bic

Education

Master, University "St. Kliment Ohridski", Prilep

2016–2018

Master of Economic Sciences in the field of marketing management

Bachelor degree, University "St. Kliment Ohridski", Prilep

2013–2016

Parallel studing, Second faculty

Average grade 9.78, department of marketing

Bachelor degree, FON University, Skopje

2013–2016

Faculty of economics , average grade 9.86, department of marketing

Courses

Digital Marketing at Different Academy

11/2021–05/2022

Presentation Skills and Storytelling at Simulus Grupa

01/2021–01/2021

Sales and negotiation tactics in times of crisis at Smart Events International

11/2020–11/2020

Cloud Services at A1 Internal educational team

10/2020–01/2021

Emotional Intelegence at Lazar Gjurov

10/2019

Time management at Nelt Academy

10/2021

SDI model at A1 internal educational team

02/2018

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