

# Masoumeh Farajmandi – Curriculum Vitae

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## Personal Information

Date of Birth: 24 Apr 1992

Nationality: Iranian

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## Work Experience

### 1. Sales and Marketing Specialist

#### **Sun and Sand Travel & Tourism (L.L.C) – Dubai, UAE**

**1 Jun 2015 – 31 May 2021**

- Built and sustained enduring client relationships by delivering prompt support and effectively managing multiple customer scenarios.
- Expanded market share by researching new markets and clients, successfully contracting with new agencies.
- Boosted customer satisfaction by enhancing service quality and diversifying the range of available hotel options.
- Conducted SWOT analysis for service offerings and provided management with strategic recommendations.
- Increased client engagement and acquisition through phone and chat marketing efforts.

### 2. Sales Manager & Reservation

#### **Paradise Tourism (L.L.C) – Dubai, UAE**

**1 Jun 2021 – 30 Jun 2022**

- Developed and implemented competitive pricing strategies to enhance brand recognition and expand market share.
- Increased company profitability by 40% within five months through targeted market expansion and improved customer service.
- Negotiated deals with various hotels and resorts, tailored to meet customer

### **3. Business Coach**

**Pars Tourism – Tehran, Iran**

**1 Jul 2022 – 15 Aug 2022**

- Delivered in-depth training on the hospitality industry to new recruits.
- Trained employees on hotel research, sales techniques, CRM, and teamwork.
- Mentored new team members to align performance with company goals.

### **4. Marketing manager**

**Pars Tourism – Tehran, Iran**

**1 Jul 2023 – current**

- CRM
- Team leadership
- Sales growth

## **Education**

Master of Business Administration (Strategy)

Tehran University, Faculty of Management – 13 Jun 2022 – 13 Jun 2023

B.Sc in Air Transport Management

Emirates Aviation University – 19 Sep 2015 – 1 Sep 2018

HND in Business Management

Emirates Aviation University – 19 Feb 2013 – 19 Feb 2015

## **Skills**

Languages:

- Persian (Native)
- English (B2 – Independent User)

Digital Skills:

- Microsoft Office
- Social Media Management
- Photography