

## **Yasemin Piyale-Sheard**

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### **Career Experience**

#### **JUST EAT, Senior Sales Executive (May 2016-Present)**

- Coach and motivate a team of 14 sales reps and lead by example to grow the business and acquire new restaurant partners for the site
- Manage team's activity goals, such as cold calling, appointment setting, pitching and closing sales.
- Implement procedural changes to improve interdepartmental communication
- Interview new candidates to add to the sales team.

#### **JUST EAT, City Sales Executive (March 2016-May 2016)**

- Booked appointments and pitched restaurants in English, French and Turkish to close deals over the phone and acquire more restaurants for the site
- Acquired 66 online takeaway restaurants on the site to bring in more revenue for the company in 2 months.

#### **Adjuvantz, Bilingual Case Manager (September 2015-March 2016)**

- Liaised with third party payers and provincial governments to determine patient drug plan eligibility and coordinated their reimbursement with pharmacies.

#### **Fitness Advisor, GoodLife Fitness (January 2015-July 2015)**

- Generated leads, booked appointments, sold memberships, asked for referrals and built relationships through follow up calls.
- Received a 3-month top performance/retention bonus for surpassing my sales quotas for the 3 first consecutive months, and got the club from last to first place in the region.

#### **Sales Manager, Les Tissus Geo. Sheard Fabrics (April 2014- October 2014)**

- Conducted market research to identify new target markets and develop and drive brand awareness and recognition through engaging new and existing customers
- Created product presentations for clients to communicate product launches, present product information, identify and understand clients' needs, etc.
- Built a strong base of repeat business and served as the top requested sales manager by acting as the key contact and main point of communication for customers
- Followed-up with clients on a regular basis to address questions and mitigate any issues or concerns
- Helped coordinate flights, hotels, and car rentals for the company president during client meeting trips, and coordinated and organized meetings according to their geographic locations in order to maintain efficiency and reduce travel time.
- Created reports after client meetings to add to CRM database for timely follow-ups.

## Education

### **University of Ottawa, International Management (2011-2014)**

- Obtained one of the highest averages in my Cross Cultural Management Course and obtained the highest mark in my class project. My presentation was used by the professor as a reference for future students.
- Recognized as the top negotiator by my professor and peers for negotiating the best prices in the Intopia business simulation project
- Member of Telfer International Club (previously called Managers without Borders) and Telfer Marketing Association (TMA)

### **City University of Hong Kong, International Exchange Program (2012-2013)**

### **Champlain Regional College, Pre-Commerce, Social Sciences (2009-2011)**

## Extracurricular Activities

- Fluent in English, French, Turkish, and basic/beginner in Mandarin Chinese (Putonghua)
- Founded a [Meetup.com](https://www.meetup.com) social group in Toronto with 360+ members called “Downtown Toronto Socialites” where I regularly organize and coordinate social events for over 100 members
- Attended Beachbody seminars on how to grow your business, motivate people, and become a product of the products.
- Coordinated travel itineraries such as flight bookings, hotel arrangements, inter-city transportation arrangements in different countries in Southeast Asia for the students participating in my academic exchange program in Hong Kong
- Participated in the International Mentorship program to help incoming exchange students with orientation and socialization at the University of Ottawa
- Attended trade shows such as NeoCon in Chicago in 2010 and 2014, and the HD Expo in Las Vegas in 2014.
- Attended a web-development workshop by Bitmaker Labs as well as a business communications presentation course focusing on presentation skills, how to build concise PowerPoint presentations, etc.
- Organized and negotiated a self-development evening at SalesTO for the JUST EAT sales team to learn about sales in various tech companies in Toronto.