



FABIENNE ATALLA

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PROFESSIONAL SUMMARY

High-achieving Luxury Business and Sales Consultant well-versed in evaluating current business conditions and devising forward-thinking plans to bring about needed change and keep companies agile in changing marketplaces. Proven Antique and Jewelry expertise with in-depth knowledge of business standards, competitors and sales procedures. Enterprising and hardworking with excellent follow-through.

SKILLS

- Accounts Payable and Accounts Receivable
- Marketing Activities
- Business Correspondence
- Social Media Platforms
- Client Meetings
- Revenue Generation
- Developing Network Infrastructure
- Planning and Execution
- Strategic Vision
- Business Development
- Proficiency in French (mother tongue), Arabic, Armenian and English

WORK HISTORY

INDEPENDENT BUSINESS CONSULTANT

06/1995 to CURRENT

Self Employed | Beirut, LB

- Performed as a consultant for startup business in areas of marketing, logistics, and training for various luxury products especially in industries of Wellness, Jewelry, and Antiques (Sotheby's, LithobiJou, Yu-Roll)
- Identified vital products, services, and customers and used data to develop innovative sales and marketing plans enabling dramatic growth.
- Developed new proposals, contracts, and procedures to draw more clients and streamline work operations.
- Provided personalized business consulting and overall services to strengthen client success.
- Developed complete business plans and operational strategies for new and existing businesses.

CORPORATE ACCOUNT MANAGER

04/2002 to 06/2006

Omnigroup | Doha, Qatar

- Coordinated full sales lifecycle from proposal development to closings and follow-up.
- Secured competitor business via strategic marketing, service programs and promotions.
- Developed, serviced and grew corporate accounts
- Negotiated profitable proposals with major advertisers, securing

long-term accounts.

- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Met existing customers to review current services and expand sales opportunities.
- Built diverse and consistent sales portfolio.

COUNTRY MANAGER

08/2002 to 01/2004

Links of London | London, United Kingdom

- Secured consistent stock supply by providing accurate sales forecasts and managing shipments appropriately.
- Gathered information on competitor activities and market trends to enhance strategic decision-making.
- Controlled costs and optimized spending via restructuring of budgets for labor, capital assets, inventory purchasing and technology upgrades.
- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals.
- Devised promotional and advertising plans to enhance product positioning and global brand marketing development.
- Applied customer feedback to develop process improvements and support long-term business needs.

DIRECTOR OF SALES AND MARKETING

06/1995 to 06/2002

Teleshop MTV | Beirut, LB

- Created and developed a teleshopping TV program on a leading Lebanese and Regional TV station
- Cultivated and maintained strategic alliances with key partners (producers, advertisers, anchors etc...)
- Directed sales and marketing management operations in successful use and development of business plans and strategies.
- Developed value-added campaigns and executed technical solutions to streamline and improve marketing efficiencies.
- Suggested innovative ideas to increase sales and improve customer experience.

EDUCATION

Bachelor of Arts | Psychology

06/1995

Saint Joseph University, Beirut, Lebanon