

JOYCE ANNE M. LAHAYLAHAY

BUSINESS DEVELOPMENT | CLIENT MANAGEMENT | ACQUISITIONS

CONTACT

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Dubai, UAE

SKILLS

- Relationship-building and management
- Negotiating the best deal
- Persuasive communication expertise
- Networking ability
- Campaign management
- Brand awareness
- Account oversight proof reading
- Strong attention to detail

EDUCATION

**BS - Hotel & Restaurant
Institution Management
De La Salle - College of Saint
Benilde, Philippines
Dean's List**

Internship (Paid)

The Lincoln Marriott Cornhusker
Hotel, Nebraska, USA

- Professionally interacted and dealt with different nationalities and made sure to make their stay and experience memorable.
- Learned time-management and prioritizing as I worked for 3 different outlets simultaneously Cafe / Starbucks and In-Room dining.

PROFILE

Highly-skilled performing professional with years of experience delivering high-impact work in the sales and marketing industry. Skilled in developing strong internal and external relationships to facilitate collaborative achievement of high-priority goals.

WORK EXPERIENCE

1. Account Associate - TravellerPass

IMC Middle East Consultancies

2019 - Nov. 2023

Roles and Responsibilities :

A. Business Development

- Successfully reach objectives through sales, research and networking.
- Enhanced business development through proactive networking and relationship-building strengths.
- Contributed to proposals and business development activities.
- Proven track record of managing and developing relationships with current merchants.

B. B2B Acquisitions

- Secured and negotiated 797 overall contracts with high-value clients
- 2023 - closed 50 deals as of March including partnerships with **KyoChon, Marrybrown, Melodica, DOCIB Pharmacies** and affiliate marketing from **Sun & Sand Sports/ Under Armour / Drop Kicks under GMG Group, and ArabClicks (Aldo, Tommy Hilfiger, Namshi, etc.)**.
- Built good rapport and trust with top-tier travel agencies such as **dnatravel and Rayna Tours**
- Acquired top FnB groups for collaboration like Al Khaja Group with 10 popular brands under their belt including **Gloria Jean's Coffee, Hatam and The Pizza Company**. Al Qubaisi group which owns 6 brands including **Gelato Divino** that has more than 60 branches all over UAE.
- Personally met the top management and closed off all brands under **Aster DM Healthcare** including Aster Clinics (53 venues) and Aster Pharmacy with 176 branches.
- Successfully built relationships and negotiated contracts with 5 star properties like **Anantara Eastern Mangroves Abu Dhabi, Oaks IBN Battuta Gate Dubai, Dubai Marine Beach Resort Dubai, etc.**

2. Customer Service Representative

Teleperformance - Fairview, Philippines

2017 - 2019

- Handle incoming customer inquiries and resolve issues in a timely and efficient manner
- Provide information about products/services and assist with order processing
- Meet and exceed monthly performance metrics, including call handling time and customer satisfaction scores
- Collaborate with cross-functional teams to address customer concerns and escalations

3. Banquets / Events Coordinator (Internship)

Sofitel Philippine Plaza Manila

2016 - 2017

- Collaborate with clients to understand their event objectives and deliver tailored solutions
- Conduct post-event evaluations and gather feedback for continuous improvement