

Cashmer Buenafe

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UAE Driving License: 2004 – 2024



Summary

Creative, dynamic and results-driven sales professional with over 10 years of successful new business development, competitive market shares expansion, and customer relationship development. Leverages finely honed interpersonal and time management skills to successfully manage a team and increase profitability achieving corporate goals and objectives. Energetic and goal-oriented with a genuine passion for sales strategy and a well-rounded background in supporting a progressive organization in optimizing performance and growth. Astute communicator and presenter adept at establishing rewarding relationships to benefit business growth.

Experience

Business Development Manager
Thakral IT Services (Thakral Gulf FZE)

November 2017 – June 2019
System Integration

This role involves new business development, client retention, business development planning, management and research, project and account management working with a team of technicians, engineers and back office support, vendors/brands and distributors. Defines long-term organizational strategic goals, builds key customer relationships, identifies business opportunities, closes business deals and maintains extensive knowledge of current market conditions.

Senior Sales Executive
Dynamic World Computers LLC

August 2014 – September 2017
System Integration

This role involves identifying business prospects and evaluating their position in the industry, recommend solutions and sells products by establishing contact and developing and maintaining business relationships with both prospects and existing clients. It also involves enhancement of staff accomplishments and competence by planning delivery of solutions. Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.

Corporate Sales Account Manager
SAPP Trading LLC

May 2012 – May 2014
Printing Solutions / IT Hardware

This role involves managing a portfolio of accounts, delivering presentations of cost effective printing solutions by the use of remanufactured toners to clientele. Reselling of Hardware and IT Consumables and maintaining and expanding relationships with both clients and vendors.

Inside Sales Executive
Latitude Systems Information Technology

June 2011 – May 2012
IT Consultancy

This role involves maintenance of key metrics level to meet minimum activity requirements (call volume) on a consistent basis from the In house customer relationship management database\Maintain the sales database including setting tasks for follow-up. Consistently increase revenue using various tools and methods, including

cold calling, prospecting and other sales resources to schedule appointments. Develop and build a pipeline of new business opportunities by using specific methods for territory development that includes cold calling and strategic research.

Education

AMA Computer Learning Center
Computer Systems Design and Programming

Year Graduated: 2003

Awards Achieved

Best in System Design and Programming "Nenas Chicken House Inventory and POS System"

La Consolacion College - Bacolod
BS Architecture

Associates Degree (Undergrad)

St. Scholastica's Academy
Secondary

Year Graduated: 1999

Awards Achieved

Best in Thesis Research

Skills

Sales & Revenue Generation • Account Management • Customer Relations Development • Market Research and Analysis • Business Outreach Strategies • Customer Service Tactics • Promotion and Sales Tactics • New Business Development • Competitive Market Growth • Effective Presentation • Performance Management Skills • Social Selling Expertise • Product Reviews

Recent Projects

JAFZA One Tower
Jebel Ali Free Zone
CCTV UPS Back Up System (6 Months)
Completion Year: 2019

Main Achievement: Brand Conversion

REEM Twin Tower (A project of Kier Construction)
Al Barsha, Dubai
Low Current – Structure Cabling (1 Year)
Completion Year: 2018

Marexport DMCC
Tiffany Towers, JLT
Office Infrastructure Set Up and Maintenance (Network and System) (3 Months)
Completion Year: 2018

• References furnished upon request •
