



NAZIRA BIRIMKULOVA

Sales/ Marketing/ Business Development Manager

SUMMARY

Excellent in Sales, Marketing & Business Development with proven records in the tourism, cruise & hospitality industry in Turkey & UAE. Adept at negotiations with decision makers at any level, coaching and training. Demonstrated ability to expand opportunities and grow sales.

PROFESSIONAL EXPERIENCE

September 2018 – till now

inCruises International LLC Istanbul, Turkey

The World's Largest Subscription-Based Cruise Membership Club powered by a global independent sales force and founded in 2016.

Raised a team of like-minded people (more than 50 in Europe & Asia) and helped them cruise & build their own team. First leader to introduce the club opportunities to Turkish market, opened office in Istanbul. Organized the first seminar of the Top Management in Turkey.

Marketing Director (since April, 2019) & Independent Partner

- Growing and developing club opportunities in various markets to extend the name of the company worldwide through different marketing channels
- Managing offline/ online presentations of the company, coaching and training the team

October 2017 – September 2018

Bedironline.com Istanbul, Turkey

B2B Hotel Reservation System which offers hotels, transfers, excursions and flight tickets mainly in Turkey as well as other countries, providing inbound travel services since 1992

Online Sales & Marketing Manager

- Creating business opportunities and affiliations with potential clients (XML clients, agents & foreign DMC), suppliers, hotels & technical providers
- Analyzing and managing marketing ads in different markets to increase the sales

September 2015 – July 2017

Rezlive.com (Travel Designer Group) Dubai, UAE

B2B Global Hotel Reservation System delivering global travel content - hotels, transfers and sightseeing tours & activities to travel partners since 2007.

Opened and developed new markets such as Iran, Turkey & CIS and gained 4 big wholesaler clients with yearly sales revenue more than USD1, 000,000.

AREAS OF EXPERTISE

*Sales & Marketing
Business Development
Hospitality
Training Customer
relations Travel
& Tourism Travel
Technology Cruise
Tourism
Research & Analysis*

KEY SKILLS

*Strong communicative skills
Diplomacy and patience
Leadership skills
Training & coaching skills
Analytical skills
Multi-tasking skills
Quick learner
Negotiation skills
Networking skills*

COMPUTER SKILLS

*Advanced user of Microsoft
Outlook, Excel, Power Point &
Word*

Opera Hotel Management System

EDUCATION

September 2018 – January 2020

**Istanbul University School of
Business, Institute of Business
Administration, Turkey**

*The only AACSB accredited state
business school in Turkey, Top 2 MBA
program in Eurasia & Middle East*

Executive MBA

September 2005 – June 2009

**Kyrgyz Economic University,
Kyrgyzstan**

**Bachelor of Management, Faculty of
Management & Tourism**
*(September 2007 – September 2008
1 year exchange student at Culinary
Academy Gastronomicom, Cap d'Agde,
France)*

COURSES

March – June 2019

**Million Dollar Mission by Asel
Sydykova (m1million.com)**

*3-month online program on personal
growth, personality transformation,
sales psychology, financial literacy &
time-management*

April 2020

**Effective Leadership by Sergey
Ozerov (sozerov.com)**

*2-day intensive course about team
management cycle, correct goal
setting, situational leadership, correct
allocation of resources, team
motivation, team feedback & control*

Sales Manager – International market

- Strengthening branding and product positioning of Rezlive.com
- Creating new business opportunities with potential travel agents, wholesalers & GSA
- Conducting trainings for clients & increasing sales volume

September 2014 – September 2015

Smart System Holidays LLC Dubai, UAE

Inbound Travel and Tourism Agency successfully operating in UAE market since 2006 offering custom-made travel arrangements and hotel bookings.

*Developed the assigned segment of market and increased sales up to 25% during the tenure, built-up a strong team of reservation agents and trained them into highly performing professionals.
Received a big number of customer satisfaction feedbacks.*

Sales & Reservation Manager

- Supervising, motivating and training the team to increase productivity & sales
- Managing hotel bookings and other arrangements
- Developing cooperation with existing agents and suppliers

June 2013 – September 2014

Fresh Star Tourism Dubai, UAE

Travel and Tourism Agency operating in UAE market since 2012 offering inbound travel services and hotel bookings.

Organized a wedding at Habtoor Grand Resort without any experience.

Sales Executive

- Growing and developing CIS market in order to extend the name of the new company in the market
- Managing hotel bookings, transfer & other arrangements for clients
- Contracting the hotels

October 2012 – June 2013

Gulf Ventures (Emirates Group) Dubai, UAE

A DMC offering visa assistance, meet and greet, airport transfers, tours and excursions, pre and post cruise services, accommodation, special interest activities and corporate events.

Senior Customer Services Agent

- Guiding tours for Costa Cruise Lines guests
- Meet & greet service, building friendly customer relations, resolving complaints & issues

June 2020

Sales, Marketing, Presentation
techniques training from Don Failla
(www.45second.com)

PERSONAL DETAILS

Tel: +971 555 802066

E-mail: nazira9b@gmail.com

Date of birth: March 1, 1988

Place of birth: Kyrgyzstan

**Driving: Valid UAE driving
license**

Visa status: Husband visa

Marital Status: Married

LANGUAGES

Kyrgyz - native

Russian – fluent

English – advanced

Turkish – advanced

French – upper intermediate

HOBBIES & INTERESTS

Traveling

Fitness

Reading

Cycling

Riding a horse

September 2011 – October 2012

Citymax Hotel Bur Dubai (Landmark Group) Dubai, UAE

Front Office Executive

- Checking-in & checking-out of the guests, handling complaints

May 2010 – February 2011

Pegas Touristik Antalya, Turkey & Hurghada, Egypt

Tour guide

- Meeting & greeting the guests at the airport, assisting hotel guides in sales

February 2009 – February 2010

Inspiro Group Travel & Logistics Bishkek, Kyrgyzstan

Travel agency offering tours & adventures of all categories, hotel bookings in Central Asia (Kyrgyzstan, Kazakhstan, Uzbekistan, Tajikistan, Turkmenistan and Azerbaijan), outbound tours and education abroad.

International Sales Consultant

- Developing relations with clients
- Growing sales in outbound department including tours and educational programs for students (language courses, work & travel USA)

INTERNSHIPS

February – April 2010 – Intern, Meet My Friend project, AIESEC Istanbul, Turkey

December 2007 – July 2008 – Intern, Events & Banqueting Department, Le Richelieu Hotel 5*,
“Relais & Chateaux” Chain of hotels, Ile de Re, France

REFERENCES

References are available upon request.