

ZORICA CVETANOVSKA

Management Level Specialist

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PROFESSIONAL PROFILE & VALUE – CROSS-FUNCTIONAL EXPERTISE



A highly accomplished professional with an impressive record of **16 years** specializing in **Country Management, Business Development, and Key Account Management** across **UAE and Macedonia**. With proven track record of success delivering exceptional performance in diversified working environments while supporting senior executives, government officials, political figures and key customers across all sectors.

Seasoned in managing and maximizing key accounts, communicating with customers & strategic partners at the most senior of levels. Gained an unprecedented exposure in Sales, Business Development, Policy Development, Brand Management, Leadership, Marketing and many others.

Well networked with all major industry players and highly successful in managing and maximizing key account across the globe, forging business partnerships in the markets and dealing with diverse customers and key partners. Highly versatile management level specialist comfortable working in an environment of change, challenge, flexibility, multiple deadlines and priorities.

CAREER OBJECTIVES

Seeking a **Key Account Manager position in any industry** to utilize gained expertise, leadership, and strong network/contacts to maximize sales, operations, market share, profitability, revenue and ensure future sustainable growth.

SUCCESSFUL CAREER LADDER

2019 - Present	Business Development Manager	CASS PARKING, Dubai, UAE
2017 - 2019	Country Manager	The Business Year, Global Media Group, Dubai & Abu Dhabi, UAE
2015 - 2017	Style Advisor, Massimo Dutti	Azadea Group, Dubai, UAE
2008 - 2015	Account Manager	Gev Company, Gevgelija, Macedonia
2007 - 2008	Executive Assistant	Gev Company, Gevgelija, Macedonia
2003 - 2006	Officer - Loans & Credit Cards (Customer Service)	Tutunska Bank, Gevgelija, Macedonia

AREAS OF EXPERTISE

- Key Account Management
- Project Management
- Strategic planning
- Leadership
- Business Development
- Consultative Selling
- KPI Management
- Channel Management
- Client Relationship Management
- Sales Planning
- Time Management
- International Business Operations
- Cross-Industry Exposure
- Customer Relationship Management
- Publication Management
- Strategic Marketing
- Event Organization
- Team Management
- Revenue Growth
- Communication & Interpersonal Skills
- Regional Cultural Knowledge
- Analytical Thinking

OCCUPATIONAL CONTOUR



Cass Parking is a UAE based with a global reach, manufacturing company of parking management system, parking guidance system, parking counting system, RFID system and gate barriers.

BUSINESS DEVELOPMENT MANAGER

Nov 2019 – 'till date

CASS Parking, Dubai, UAE

Job highlights:

- Develop a growth strategy focused both on financial gain and customer satisfaction.
- Conduct research to identify new markets and customer needs in Europe and MENA regions.
- Arrange business meetings with prospective clients.
- Promote the company's products/services addressing or predicting clients' objectives
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers



The Business Year is a Global Media Group company that has been providing investors, businesses, and governments with first-hand insights into the world's most dynamic markets for over a decade.

COUNTRY MANAGER

Oct 2017 – Sep 2019

The Business Year, Global Media Group, Dubai & Abu Dhabi, UAE

Job highlights:

- Developing highly specific and successful contract pitches for the potential key account prospects carefully negotiating the terms of the deal with the organization's profitability in mind.
- Designing and implementing a strategic and efficient process for the on-boarding of new clients and maintain an open channel of communication to communicate all the changes to the contract.
- Using KPIs & ROIs to determine the profitability of the key accounts and implement improvements wherever necessary.
- Meeting government officials and senior executives from different sectors and organizing interviews as well as meetings to provide them a holistic picture of the economy.
- Managing the physical as well as the online publication of the company while devising advertising and sales plans.
- Representing the company as a brand to the decision-makers and top-level executive managers and presenting prominent figures and achievements of the company.
- Overseeing the end-to-end operation of the projects to ensure smooth running of all the functions.
- Implementing brand strategies while developing new business and ensuring business profitability and growth.
- Managing internal communication and directing the project to ensure success.
- Generating progress report for the company regarding budgets, sales growth or declines, new business leads and regulatory compliance.



The Azadea Group is a retail company that owns and operates more than 50 international franchise concepts across the **Middle East** and **North Africa**.

STYLE ADVISOR, MASSIMO DUTTI

Oct 2015 – Aug 2017

Azadea Group, Dubai, UAE

Job highlights:

- Provided world-class customer service to ensure and maintain the highest customer satisfaction levels.
- Offered a memorable shopping experience to customers through building genuine relations, professionalism, presentation skills, active listening, creative choices/ solutions and consistent follow up.
- Updated and maintained the latest knowledge of Massimo Dutti products offered and discussed available options.
- Worked within established guideline to maintain the highest brand standards.
- Kept track of the customer base in order to get to know previous purchases, needs and interests and to build up a good customer relationship.

CAREER GROWTH at Gev Company: (Jan 2007 - Aug 2015)

Executive Assistant
2007 - 2008

Account Manager
2008 - 2015

Headquartered in Gevgelija, **GEV Company** is a **reputed company in Macedonia** specializing in construction as well as import and export.

ACCOUNT MANAGER

Sep 2008 - Aug 2015

Gev Company, Gevgelija, Macedonia

Job highlights:

- Established, developed and maintained business relationships with current and the company's key account in the assigned territory and market segment to generate new business for the company.
- Held end to end process ownership of all key account life cycle from prospecting, acquiring, retention and loyalty.
- Formulated a strategic account penetration plan detailing the actions to effectively close orders with each account.
- Ensured products' availability in all key accounts' outlets to meet the set sales targets through direct sales channel.
- Planned and executed structured customer visits to pitch for new businesses as per the projected pipeline sales and proactively influence customer-buying decisions.

EXECUTIVE ASSISTANT

Jan 2007 - Aug 2008

Gev Company, Gevgelija, Macedonia

Job highlights:

- Completed a broad variety of administrative tasks that include managing an active calendar of appointments; arranging complex and detailed travel plans, itineraries and agendas and compiling documents for meetings.
- Welcomed guests and customers by greeting them, in person or on the telephone; answering or directing inquiries.
- Provided historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions.
- Acted as the point of contact among executives, employees, clients and other external partners.
- Formatted information for internal and external communication – memos, emails, presentations, reports.

OFFICER - LOANS & CREDIT CARDS (CUSTOMER SERVICE)

May 2003 - Dec 2006

Tutunska Bank, Gevgelija, Macedonia

Job highlights:

- Approved customer loans within specified limits; referred loan applications beyond management approval.
- Attended meetings with loan applicants to gather accurate information for applications and answered process questions. Examined applicants' financial status, credit and property evaluations to determine if granting loans is possible.
- Explained to customers the different types of loans and credit options that are available, as well as services terms.
- Reviewed loan agreements to ensure that they are complete and accurate according to policy.
- Stayed abreast of new types of loans and other financial services and products in order to better meet customers' needs.

EDUCATIONAL ATTAINMENT

Bachelor of Economic Banking Management

European University, Skopje, Macedonia, July 2007

PROFESSIONAL TRAININGS & CERTIFICATIONS

Certificate from Berlitz for Business English

Customer Services Training

Effective Communication Training

Retail Analysis Training

COMPUTER SKILLS

Microsoft Office Applications

(Word, Excel, Power Point)

Windows Operating System CRM, SAP
Email, Internet & Other Computer-based Programs

PERSONAL INFORMATION

Date of Birth	:	12th Aug 1984
Nationality	:	Macedonian
Marital Status	:	Single
Languages	:	English, Greek
Visa Status	:	Resident Visa
References	:	Available Upon Request