

Omid Akbarian

Address: Istanbul, Turkey

Email: omidakbarian20@gmail.com / Phone: +90 554 164 4486 / [linkedin.com/in/omidakbarian](https://www.linkedin.com/in/omidakbarian)

CAREER PROFILE

Experienced B2B Sales and Marketing professional with a demonstrated history of successful work in Europe, Middle-East and US markets. 11+ years of sales and marketing experience across diverse products and industries.

KEY SKILLS

- Proven ability to manage multiple projects simultaneously, meet deadlines, and work effectively under pressure, ensuring timely and successful delivery of sales and marketing initiatives.
- Forward-thinking mindset, unafraid to envision bold possibilities and embrace calculated risks.
- Interpersonal abilities and a talent for cultivating trust among diverse teams working across different functions.
- High emotional intelligence with the ability to communicate cross-functionally and build strong business relationships. Strong track record of maintaining and developing executive accounts.

PROFESSIONAL EXPERIENCE

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|------------------------|---|-------------------------|
| 2022 - 2024 | International Sales and Marketing <i>Alp Industrial</i> - Conducted market research in the Middle East, Iran, Russia and CIS countries, informing product positioning and ensuring competitiveness. - Searching for wholesalers and importers in those countries, and contacting them to present our services and products. - Developed and implemented culturally tailored online marketing campaigns, leading to a significant increase in audience engagement. - Established key partnerships, expanding distribution networks and achieving growth in market share. | Istanbul/Turkey |
| 2019-2021 | International B2B Sales and Marketing Manager <i>Wessi Menswear</i> - Promoted the company's products to other businesses in the American, Canadian, and European markets. This involved developing and implementing sales and marketing strategies, identifying potential customers, and building relationships with key decision-makers. - Invited potential customers online to visit the company's booth at US clothing exhibitions. This involved creating targeted email marketing campaigns and developing social media marketing strategies. (\$420K in Las Vegas Show) - Conducted extensive market research to identify market trends and customer inquiries in different marketplaces. This helped the company to manufacture products that met the needs of target customers and stay ahead of the competition. - Developed strong communicational abilities and communication skills, which helped to effectively build and maintain relationships with customers, colleagues, and partners. | Istanbul, Turkey |
| 2018 - 2019 | International Sales and Marketing Manager <i>Europe Golden Wings International Company SL</i> - Responsible for finding new customers in China, India, CIS, and Arab countries for a range of products. - To ensure the validity of inquiries and LOIs received from potential customers and check the legal status of the applicant companies. - To locate suitable freight options from vessel owners and agencies for transporting the products. Negotiating contracts and rates with shipping companies, ensuring that goods were delivered quickly and within the assigned budget, and collaborating with other departments to ensure smooth logistics and operations. - Submitted 6 projects for the company (\$1 - 1.5M) | Istanbul, Turkey |
| 2015 - 2018 | Sales and Marketing Representative <i>SDE (UPVC Materials)</i> - Identifying and reaching out to potential retailers in various cities to establish partnerships and increase sales. - Developing and delivering presentations to potential clients to showcase the benefits of our products and services and convert them into customers. - Building relationships with the Municipalities of diverse cities to secure city advertisements for the company and promote the brand to a wider audience. | Tabriz, Iran |
| 2012 - 2015 | Sales Assistant <i>Sepro Plus</i> - Responsible for assisting customers with their purchases. This involved providing product information, answering questions, and helping customers to find the right products for their needs. - Demonstrated a strong work ethic and a commitment to providing excellent customer service, which helped to build positive relationships with customers and contribute to the company's overall success. | Tabriz, Iran |
| EDUCATION | IAUT / Azad University | Tabriz/Iran |
| 2014 - 2017 | Bachelor of Business Administration (8.3/10) | |
| COURSES | International and Cross-Cultural Negotiation, Google Digital Garage, Marketing Analytics, Geomarketing, AI for Business, Principles of Marketing | |
| Research Papers | Application of DEA in benchmarking: a systematic literature review from 2003–2020 (investigating various sectors including transportation, service, product planning, maintenance, hotel industry, education, distribution, and environmental factors). | |
| LANGUAGES | English (Fluent), Turkish (Fluent), Persian (Native), Azerbaijani (Native), Russian (Business), Arabic (Basic) | |
| Software Skills | Salesforce CRM, SPSS, COMFAR III, Microsoft Office, Canva | |
| INTERESTS | Reading (Business and Psychology Books), Blockchain, Artificial Intelligence, Workout (Fitness / Jogging) | |