



SINA ELLI

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ABOUT ME

A results-driven business professional with over 17 years of experience in various industries. Proficient in developing and implementing strategies that drive business growth, increase brand awareness, and boost revenue.

Skilled in building, leading and managing high-performance teams, professionally negotiating deals, and fostering long-term relationships with clients. Excellent communicator with a proven track record of exceeding sales targets and increasing market share.

MERITS

Customer Focus:

strong customer-centric mindset, understanding of customer needs, able to develop customer-centric marketing and sales strategies.

Relationship Building:

ability to build strong relationships with customers, partners, and internal stakeholders

Results-driven:

Focused on achieving results and meeting business goals

LANGUAGES

- ENGLISH (Fluent)
- TURKISH (Fluent)
- AZERBAIJANI (Fluent)
- FARSI (Fluent)

EXPERIENCE

Marketing Manager (2023, NOW)

Denta care Cheshire Is a healthcare company specializing in dentistry and aesthetics. Developed and executed comprehensive marketing plans to promote services and increase brand awareness. Oversaw the creation of marketing collateral, including brochures, sales presentations, and digital content, ensuring consistent brand messaging across all channels. Managed digital marketing campaigns, including social media advertising, email marketing, and search engine optimization (SEO), driving website traffic and generating qualified leads.

Sales Manager (2016, 2018)

MGP is an import/export company specializing in Malaysian Trade. As sales manager I Led a team of 10 sales representatives, Developed and executed effective sales strategies that resulted in a 23% increase in revenue year-over-year, analyzed market trends, identified new business opportunities, and adapted sales techniques accordingly to drive market penetration and gain a competitive edge. Fostered and maintained strong relationships with key clients.

Regional Manager (2013, 2016)

Navrood is an EPC infrastructure company with projects in different sectors such as oil and gas, road and transportation, etc. I was assigned to North West of Iran (East and West Azerbaijan provinces) I managed a portfolio of 12 business locations, consistently achieving or exceeding performance targets. Implemented standardized operational procedures, resulting in improved efficiency and reduced costs across the area. I conducted regular site visits to ensure adherence to company standards, evaluate performance, and identify areas for improvement.

Business Development Manager (2012, 2013)

Dezli Industries a holding company, exclusive representative and importer of several European brands including Belven valves. I Identified and pursued new business opportunities. Developed and executed strategic plans to expand the company's market presence and increase market share. Conducted market research and competitor analysis. Assisted in identifying and qualifying leads, contributing to an expanded customer base. Prepared sales presentations and proposals for potential clients, effectively showcasing the company's value proposition.

SKILLS

BUSINESS

- Business Intelligence and Data Analysis.
- Sales and marketing strategy development
- Team management and leadership
- Business development and client relationship management
- Negotiation and contract management
- Market research and analysis
- Excellent communication and presentation skills

MANAGERIAL

- Powerful team leader and phenomenal motivator.
- Customer Focus: strong customer-centric mindset, understanding of customer needs, able to develop customer-centric marketing and sales strategies
- Relationship Building: ability to build strong relationships with customers, partners, and internal stakeholders
- Results-driven: Focused on achieving results and meeting business goals, Resilient character.

COMPUTER

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Adobe (Photoshop, Illustrator, Premier)
- Video Editing - Sony (Vegas)
- Salesforce, and CRM Software

DIGITAL MARKETING

- Web design (CMS, WORDPRESS)
- Social Media Marketing (Instagram, Facebook, TikTok)
- Neuro Marketing

SEO

- Web Page Optimization,
- Google Analytics, Keywords, Trends
- Data Analysis

Brand Manager (2007, 2008)

Prestige is an importer of Beauty care and cosmetics products as well as perfumes. Yves Rocher, Lierac, Roc, Boss, Calvin Klein, Lacoste, are among its brands. I was the exclusive brand manager for the European cosmetic brand Davines S.P.A. I Developed and executed comprehensive brand strategies. Conducted market research and consumer behavior analysis and Led the development of marketing campaigns and also collaborated with cross-functional teams, including Marketing and sales to launch new products.

Brand Manager (2006, 2007)

Comfort Zone Italy is a producer of professional and personal cosmetic products. I have successfully implemented brand marketing plans, including advertising, promotions, and sponsorships. I also coordinated with external agencies and vendors to produce marketing materials and campaigns that aligned with the brand's image and values. Also conducted competitive analysis and market research to identify market trends and consumer preferences.

EDUCATION

➤ Doctorate of Business Administration (2018, 2021)

Shahid Beheshti University, Tehran Iran.

➤ M.SC, E-Commerce (2008, 2012)

Lulea University of Technology, Lulea Sweden.

➤ B.Sc. Computing Information Systems (2002, 2006)

University of London, Goldsmiths College, UK.

➤ High School, Guidance School (1995, 2001)

National Organization for Developing Exceptional Talents.
(Grammar School)

PUBLICATION

<https://www.researchgate.net/profile/Sina-Elli-2>

Sina Elli, Abbas Keramati, Esmail Salehi Sangari, Mona Salehi, Introducing UTILISIM, Hybrid model of adoption based on UTAUT and LUM. Sina Elli, Abbas Keramati, Esmail Salehi Sangari, investigating factors influencing customer's intention for choosing electronic banking services, MSc Dissertation

Sina Elli, Mona Salehi, Abbas Keramati, A Proposal Framework for Investigating Website Success in the Context of E-banking: An Analytic Network Processing Approach, IEEE International Conference on Information Technology: New Generation 2009

Sina Elli, Caro Lucas, Adaptive control of inventory and/or supply chain management using brain emotional learning based intelligent controller, BSc Dissertation, 2006

Massimo Mella, Gabriele Morosi, Dario Bressanini, Sina Elli Positron and positronium chemistry by quantum Monte Carlo. V. The ground state potential energy curve of e(+)LiH, Journal of Chemical Physics 113(15):6154-6159