



GARRY D. CELLAN

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Having extensive knowledge and experience in Information and Sales Management in various businesses, I am looking to improve my career by joining a progressive organization in which I can utilize my creative and analytical skills to ultimately drive sales and profit and provide seamless service through volume increase, people development, and product placement—accomplished Senior Sales Executive success by converting leads, exceeding quotas, and maximizing revenue with proactive and ambitious strategies. Decisive, passionate, and devoted to outperforming expectations. Attentive, resourceful, and personable with customers.

STRENGTHS AND EXPERTISE

Business Development
Strategic planning
Financial reporting

Negotiation Skills
Client Relationship Management
Team leadership

Communication
Operations Management
Procurement Management

PROFESSIONAL EXPERIENCE

CHAMP'S PIZZA CHAIN
Business Owner

December 2019 – March 2024

- We have established strong customer relations through excellent communication and attentive service.
- Consulted with customers to assess needs and propose optimal solutions.
- Conducted target market research to discover customer needs and analyze competitor trends, put together realistic budgets based on cost and fees for successfully operating the business.
- Achieved consistent growth in annual revenue through strategic planning and execution of sales initiatives.
- Maintained a safe work environment by enforcing strict safety protocols and regularly updating staff on industry best practices

Horeca Trade LLC (BIDVEST ME)
Business Development Executive

August 2015 – March 2016

- Identifying new sales leads, pitching products and/or services, researching the company's needs figuring out who the decision maker is, and maintaining fruitful relationships with existing customers. Meeting with the Executive chefs and Pastry Chefs of each client and discussing finding solutions to their needs. Demonstrates technical selling skills and product knowledge that allows to give effective presentation to the Client. Maintains accurate records of all sales and prospecting activities including presentations, closed sales, and follow-up activities within their assigned area. Responsibility for acquiring new food service accounts for UAE. Identifying market potential to establish new accounts, achieve sales targets, etc. Achieve food service sales volume, revenue, and profitability goals. Provide superior customer services, activate local marketplace initiatives and promotions to build brand development and maximize brand performance, and maintain, monitor, and regularly evaluate pricing and contracts with customers to provide products and services that meet standards of quality, timeliness, and Cost. Keep records required by government agencies regarding sanitation, and food subsidies when appropriate. Create a permanent understanding of the market situation including existing technologies & trends.
- Coordinate with other Group divisions' food clients, Proven track record in developing markets and achieving business results. Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively, and demonstrate high integrity.

Gulf International (AL BATHA CONSUMER)
Business Development Executive

October 2014 – August 2015

- Sells Products by establishing contact and developing relationships with prospects recommending solutions. Collect PDC, LPO, and cash payments from clients. Prepare reports by collecting, analyzing, and summarizing information. Contribute to team effort by accomplishing related results as needed. Carry out additional tasks assigned (in line with Supervisor and Manager). Maintains quality service by establishing and enforcing organization standards. Generate sales opportunities.

Al Sharq Al Aqqa Group
Business Development Executive

May 2012 – September 2014

- Sells Products by establishing contact and developing relationships with prospects recommending solutions. Collect PDC, LPO, and cash payments from clients. Prepare reports by collecting, analyzing, and summarizing information. Contribute to team effort by accomplishing related results as needed. Carry out additional tasks assigned (in line with Supervisor and Manager). Maintains quality service by establishing and enforcing organization standards. Generate sales opportunities.

Officeone FZCO
Sales and Marketing

December 2010 – May 2012

- Direct and coordinate company sales and marketing functions. Develop and coordinate sales selling cycle and methodology. Research and develop strategies and plans that identify marketing opportunities, direct marketing, and new project development. Represent the company at various community and/or business meetings to promote the company. Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.

Officemart LLC
Outdoor Sales Coordinator

July 2008 – December 2010

- Present and sell company products and services to current and potential clients. Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made. Follow up on new leads and referrals resulting from field activity. Identify sales prospects and contact these and other accounts as assigned. Manage account services through quality checks and other follow-up

Marlboro Philip Morris Philippines
Sales Supervisor/Coordinator

January 2007 – June 2008

- To assist the Sales Manager in generating sales opportunities by identifying appropriate business targets. To assist the Sales Manager in providing a professional and excellent level of customer service with existing. Handle customer issues, resolution, and communicate escalated issues to the Sales Manager.

Nestle Goya Philippines
Merchandiser Supervisor

April 2005 – December 2006

- Responsible for coordinating the top-line messages for the company through managing and tracking marketing and promotions efforts in support of the organization's Mission and Values. Supervises and completes work requested through Unscheduled Work Requests that involve labor and equipment. Performs job walks for requests involving transportation, labor equipment, and sampling as needed. Build internal and external relationships through exceptional problem-solving, ownership, and follow-through.

SEMINARS AND TRAINING ATTENDED

- Monthly Business Review
- Nestle Professional Demo and Cooking class
- Nestle food training Docelo
- Brother Printer Launching
- Panasonic New product launching
- Sharp new product launching

- Philip Morris National Convention

SKILLS

- Well-versed in M-vision Database system, Oracle, and CRM.
- Microsoft Office (MS Word, MS Excel, and Powerpoint)
- Adobe Photoshop
- Lightroom 2

EDUCATION

Liceo De Cagayan University
Bachelor of arts in Mass Communication