

Parisa G. Basiri

14574 Kennebunk St
Poway, CA 92064
+14248446585
parisagbasiri@gmail.com

Commercial Manager (8 years)

Maqsad International General Trading 2009-2012 Dubai - UAE

- Strategic consulting, including business planning, sales strategy and development.
- Studying the clients' documents in details and direct experience of general trading
- companies and potential customers.
- Advising the management for new businesses and formation of corporations and tailoring commercial transactions structures.
- Purchasing and handling International and regional sales strategies.
- Financial consulting and arranging funds and controlling all the transactions.
- Allocating responsibilities to the individuals.
- Studying inquiries of clients, suppliers, and subcontractors.
- Holding meetings with suppliers, distributors. Inspecting clients' facilities.
- Studying thoroughly and improving the existing services providing by the company to sales, reduce costs and increase profit.

Area Manager & Business Development Manager (1 year)

Invest Inc Group 2008 - 2009 Dubai - UAE

- Strategic consulting, including business planning, sales strategy, and development.
- Studying the clients' documents in details and direct experience with general trading companies and potential customers.
- Real Estate, Financial consulting, and venture capital. Focus on intellectual property, contract drafting and negotiation.
- Generating new strategies to deal the real estate development for the company and focusing on residential and commercial projects including real-estate market analysis

Guest Relation Manager (1 year)

Sun and Sands 4* Hotel 2006 - 2007 Dubai - UAE

- Managing customer care services.
- Interacting directly with the guests to fulfil their requirements.
- Interacting with and helping the other departments to create better environment.
- Principal solution maker between organization and customers.
- Interacting with F&B Purchase Department to select the best food and drink.
- Organizing events.
- Developing new opportunities for the business.

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Objectives & Skills:

I am a **Dynamic, Enthusiastic, Perseverance, and Professional** with more than 15 years experiences in **leadership and management** in vast field of business activities; and a **keen individual**, with an understanding of the various functions, process of a business effectiveness and efficiency.

I have a thorough knowledge of the trade, business process and its flow.

I have **Tenacity and Determination** with **Strong Ambition and Motivational** skills in achieving success in my responsibilities.

My objectives include working in an environment where I can be creative and make a difference in the tasks as I am **Untiring, Focused and Energetic**. I am always performing my responsibilities and leadership through **win - win** situation , I love to help myself and the others hand to hand to make a better world and future for all .

WORK EXPERIENCE :

CEO (self employed)

Just Moments Digital Marketing
2021 - 2023 Dubai, UAE

- Managing my own family business
- Market and strategy consulting, business development

Commercial & Sales Manager (9 years)

New Way Realestate Broker 2022 - 2023 Dubai - UAE
Akt Realestate Broker 2015 - 2022 Dubai - UAE

- Property consulting, investment advising.
- Studying the clients' documents in details and direct experience with banks, facilitators, financial sectors, and potential customers.
- Advising and consulting the owners / clients' properties managementscommercial transactions structures.
- Handling the International and regional clients
- Financial consulting and arranging loan/ mortgage and controlling all the transactions.
- Allocating responsibilities to the staff, sales team, and agents.
- Studying inquiries of clients, property developers and subcontractors.
- Holding meetings with developers, financiers, clients, owners, tenants and evaluating clients' capabilities for investment and all related facilities.
- Studying thoroughly and improving the existing services providing by the company to

promote sales, to reduce cost and increase profit towards reaching to the company vision and mission.

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General Manager (self employed - 6 years)

Ariosto Foods 1998-2004 Ajman - UAE

- Strategic consulting, including business planning, sales strategy, development.
- Sourcing and importing raw materials.
- Managing processing operations.
- Setting procedures according to HACCP standard of Hygiene.
- Interacting with customers, recruiting new potential buyers.
- Controlling final packaging, delivery, and exports.
- Supervising documentation and accounting.
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VOLUNTEER EXPERIENCE:

- **Alliance_For_African_Assistance** Sandiego - California
- **Womans Enterprenures** Dubai - UAE
- **Tamasha khane** Dubai - UAE
- **Down Syndrom Iranian School** Dubai - UAE

EDUCATION :

Mahan Business School	Dubai, UAE	Business Management, Dr
Azad University	Tehran, Iran	Business Administration, MBA
Azad University	Tehran, Iran	English Trabslation Major, BA
Agahi High School	Tehran, Iran	High School Diploma
Self improvement, Excellancy.	Dubai, UAE	Certificate
Successes & Effectiveness	Dubai, UAE	Certificate
Managerial Accounting	Dubai, UAE	Certificate
HASAP Standard	Dubai, UAE	Certificate

References Available Upon Reque