



## Contact

### Phone

+212695926433

### Email

Benlaasri.imad1@gmail.com

### Address

Morocco, Agadir

## Education

2015  
High School Degree

2019  
British Council School

## Skills

- Sales Strategy Development
- Account Management
- Event Planning & Coordination
- Contract Negotiation:
- Lead Generation & Conversion
- Market Analysis & Revenue Growth

## Language

Arabic

French

English

# IMAD BENLAASRI

## Sales & Marketing

Results-driven Sales Specialist with over 8 years of experience in hospitality and sales across the Middle. Expertise in managing corporate and government accounts, handling groups and event inquiries, and overseeing the full sales cycle from lead generation to contract negotiation. Proven ability to build strong client relationships, drive revenue growth, and deliver exceptional service. Experienced in working with diverse teams, implementing sales strategies, and supporting management during key operational phases. Adept at identifying business opportunities and contributing to the overall success of high-profile hotel brands.

## Experience

### 2022-2024

W Abu Dhabi - Yas Island Hotel

#### Sales Specialist - EBC

- Handle inquiries for groups, events, and conferences, ensuring seamless communication and efficient booking processes.
- Create detailed proposals, negotiate rates, and issue contracts for corporate, government, and individual clients.
- Analyze sales data and market trends to identify new business opportunities and maximize revenue.
- Collaborate with internal departments to ensure the smooth execution of events, from planning to post-event follow-up.
- Provide exceptional customer service and act as a liaison between clients and hotel operations.

### 2021 - 2022

W Abu Dhabi - Yas Island Hotel

#### Guest Service Agent

- Oversaw front office operations, delivering excellent guest service and managing financial transactions.
- Assisted guests with hotel services and local attractions, ensuring customer satisfaction.

### 2017-2021

Grand Millennium Al Wahda Hotel

#### CID Data Entry Operator

- Supervise CID Data Entry and Compliance and act as liaison for CID-related inquiries.
- Assist Police Officers with guest issues
- Manage guest information entry and handle relevant email documentation.
- Document all necessary guest information required by the company or country.

### 2016-2017

Hotel Mabrouk Morocco

#### Guest relation Agent

## TRAINING & CERTIFICATIONS

### Embark Leadership Training

(Completed, Certificate Received)

### Reactive Sales Mindset Training

(Completed, Certificate Received)