

Dani Matar

Objective

Self-motivated, detail oriented, and Customer-friendly individual with a Software Development Background, extensive previous work background in Sales and Public Relations. Who is looking for a challenging position in the IT/ Sales industry which will further develop my knowledge and skills.

Key Qualifications/Skills

- 10 years working experience in a variety of dynamic service industries
 - Excellent presentation and communication skills
 - Keen problem solving and negotiation skills
 - Excellent Team Work ability
 - Organized and able to effectively manage multiple competing tasks
 - Great attitude with high-energy personality
 - Able to work independently with minimal direction
 - Adept at learning new skills quickly
 - Great customer service skills
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Specific Skill Sets

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|----------------------------|---------------------------------------|
| ▪ Database | ▪ User Interface Design & Development |
| ▪ Windows Administration | ▪ Database Development I |
| ▪ Website Development | ▪ Operating Systems UNIX |
| ▪ Networking | ▪ Hardware |
| ▪ Technical Communications | ▪ Object Oriented Programming |
| ▪ Programming | ▪ System Analysis & Design |
| ▪ Python | ▪ PL/SQL |
| ▪ JAVA | ▪ PHP |
| ▪ C++ | ▪ C# |

Experience

Marketing, Socials, E-commerce | Owner Operator, Montreal, QC – August 2019 – March 2023

- Customer Acquisition (Google Ads, Local Classifieds, Socials, SEO)
- Development of Sub-Contractors Network
- Maintenance of weekly/monthly/Daily Job inflow
- Local Area SEO
- Web Development
- Social Media / Influencer Marketing / Sponsored Ads
- Company Branding
- Increase Bottom Line Sales for Businesses through Online Marketing

Named Account Executive, Konica Minolta Edmonton, AB – April 2018 - August 2019

- Business Development
- Territory Management
- Responsible for Monthly, Quarterly, and yearly Revenue Quotas
- Acquiring and Managing Commercial Key Accounts

Software Development/ Internet Marketing, Freelancer, Halifax, NS – June 2017 – March 2018

- Business Development
- B2B Cold Calling
- Develop Database Driven Applications
- Web Development
- Search Engine Optimization
- Social Media / Influencer Marketing
- Company Branding
- Increase Bottom Line Sales for Businesses through Online Marketing

Business Development Consultant, Web.com, Halifax, NS – Jan 2017 - May 2017

- Helping Small to Medium Businesses Establish and Brand Their Online Presence.
- New business Development
- Achieve Sales Targets
- Provide business Tailored Solutions

Student, NSCC IT, Halifax, NS – August 2012 - June 2016

- Attended Software Development Program Specializing in Database Driven Applications

Owner, Canada-Quick Ltd, Edmonton, AB – Jan 2011 - May 2012

- Operated a small transport business in a highly competitive market
- Executed complete company start-up including financing and managed all aspects of the operation including sales, contracts and bookkeeping
- Communicated with variety of customers, including subcontractors and retail customers

Car Sales Associate, Crosstown Dodge Auto-center/ Kentwood Ford, Edmonton, AB – Jun 2009 - Dec 2010

- Responsible for highlighting features, gathering information, inspecting automobiles, comparing and contrasting competitive models and demonstrating vehicle operations.
- Responsible for building rapport, qualifying buyers by understanding, interests and requirements of buyer, matching interests and requirements to various models.
- Developed and maintained relationships with new as well as existing customers, responding to inquiries, suggesting trade-ins, greeting drop-ins, recommending sales campaigns and promotions.
- Negotiated price; asking sales; completing sales or purchase contracts; closing sales by overcoming objections; explaining provisions and financing; delivering automobiles.
- Completed reports for sales management team

Management, Island Pub, Edmonton, AB – Jul 2008 - Jun 2009

- Responsible for running all aspects of the establishment, focusing on cleanliness, proper stocking, set-up, inventory procedures and exceptional customer service
- Responsibilities included staffing, scheduling, inventory and training
- Planned and implemented an entire online marketing campaign including revising and updating the company website as well as developing a presence and posting on such social media sites as Facebook, Twitter, Flickr, YouTube etc

Telesales Agent, Blue Oceans/ Sales Rep, ADT Alarm Systems, Halifax, NS – June 2007 - Jun 2008

- Conducted telephone market surveys and research for clients
- Documented and reported survey results for reporting purposes
- Selling House Alarm Systems Door to Door

Education/Certifications

- 2016 – Software Development Diploma – Nova Scotia Community College, Halifax, NS
- 2016 – Intermediate Java Programming – Waterloo University
- 2012 – Occupational Health and Safety (OHS) - Halifax, NS
- 2012 - Workplace Hazardous Materials Information System (WHIMIS) -Halifax, NS
- 2010 – Upgrades to Math, English, Physics and Chemistry – Grant MacEwan University, Edmonton, AB
- 2008 - High School Diploma – Citadel High School, Halifax, NS