# Shir Shoshana – Sales and Marketing

Ramat Gan

052-6113000

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* Over 14 years of experience in marketing and sales, in the private sector.
* Extensive knowledge and experience frontal sales to extreme customers, recruitment of new customers and maintained retention.
* Experience in negotiating with senior executives in Israel and abroad.
* **Demonstrated ability to meet goals both in terms of sales volume and quality of service.**

## Professional Experience

2019 Manager in the Canabis domain and account manager for the special risk department at HOWDEN

* Establishment of a new domain in the company, mapping and characterizing the international market and building an appropriate work plan.
* Penetration of a developing market in an environment of uncertainty.

2010-2018 Account manager for the special risk department at HOWDEN, international insurance broker

* Sales, customer service and professional consultation while developing long term client relations
* Recruitment and retention of hundreds of clients, including public companies, high tech companies, startups and pharmaceutical companies.
* Penetration of new markets in different areas of interest.
* Experience working with insurance companies, negotiation in Israel and abroad under time pressure and performance targets.

2007-2010 Marketing and export manager at RT FRESH

* Locating and marketing agricultural boutique products to local chains.
* Finding customers and managing exports (from customer search to closing a deal in Europe, Asia and Russia).
* Product management for “Admonia”- branding, business development, marketing and sales strategy and ongoing product management.

2006-2007 Property saleswoman at HOMELAND

* Establishing relationships with existing clients and potential sale and purchase of properties in the center of the country.
* Marketing unique projects for foreign and domestic residents using social media.

2006 Senior coordinator at the Ministry of Tourism

* Concentrating all public inquiries and responding to information requests.
* Responsible for foreign coordination and ministerial tours including planning tours and organizing schedules.

## Education and Milestones

2019 **Exceptional Worker Award 2019 at** **HOWDEN** – sales increase by 150% throughout the year

2019 **Accidents and Property course** – Ministry of Economy

2018 **Outstanding International Cyber Risk Insurance Program** - business counseling course at Goma School - Nir Dovdbeni.

2007-2010 **Bachelor's degree in Economics and Management -**  Rishon Lezion's College of Management, specializing in marketing, finance and insurance.

2006 **Import & Export International Trade Course** - Israeli Export Institute, real estate consulting license.

## Hobbies

Enjoys Pilates, reading novels and organizing trips around the world.

## Amy Service

2004-2006 National service at the “prime ministers office”

## Languages

Hebrew native speaker, English at a high level (reading, writing and speaking)

Dependable, with excellent interpersonal relations

Recommendations will be sent upon request