



Caroline Saradjian

Global Business Development at Daxxis

Berlin, Germany

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Links

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Languages

Armenian (Basic)

English (Fluent)

English (Fluent)

German (Work Proficiency)

French (Native)

About

Empathetic and curious individual passionate about fashion

BRANDS WORKED WITH

Bird Office

BRED

Daxxis

Louis Vuitton

Marc Jacobs

Pierre Hermé Paris

Experience



● Global Business Development

Daxxis | Nov 2021 - Oct 2023

Daxxis is a leading market intelligence & events company with a strong expertise in media, television and telecom markets. The company currently has offices in Berlin, Mauritius and Buenos Aires.

The firm operates within three focus areas:

- Research and market analysis aimed at providing in-depth data, forecasts and insights on media markets to its clients;
- Events planning: 35 conferences scheduled in 2022, gathering executives operating over four regions (Europe, Middle East North Africa, Sub-Saharan Africa, Asia and Latin America) on topics including TV distribution, Sports distribution, Advertising, Content production;

Reporting to the Global Sales Director, the responsibilities of the Business Development Executive are:

- Help to define the sales targets for the year
- Have a substantial sales activity (cold calls required)
- Present our offers of events sponsorships and brand awareness
- Keep a pro-active account management strategy with existing customers
- Send commercial proposals and follow them up
- Conduct job interviews to grow the commercial team
- Developing new commercial tools and strategies to grow the business

Managed the products portfolio's sales on worldwide scale-contributed to 11% of the global turnover of the company

Negotiated contracts with operators, broadcasters, content providers and technology suppliers (c-levels executives)

Led a multichannel sales activity (cold calls, face to face meetings, trade shows)

Brought new business and ensured a proactive account management to retain the new clients

Organise and host webinars on media technologies related topics

Helped to train the new comers in the sales team

Led job interviews



● Export Assistant and international developer

Pierre Hermé Paris | Jan 2020 - Jul 2020

participate in the pre-opening phases of different house concepts (franchise contracts, licensee contracts)

Interact with the other company's department concerned by the store openings: Construction: Marketing, Commercial, HR and training etc

Coordinate the realization of development files and participate in their transmission to international collaborators

update dashboards and project management monitoring tools (using ERP system)

Participate in the creation of new international procedures and the updating of know-how manuals in close collaboration with the training department and the international trainer



● **fashion sales advisor**

Louis Vuitton | Dec 2017 - Jan 2018

In-depth knowledge of the latest fashion collections and trends. Exceptional empathy and active listening skills to understand and cater to customer needs.

Agile and adaptable in a dynamic and fast-paced retail environment. Proven ability to exceed sales objectives through clienteling, crosssell, upsell and collaborate effectively within a team.

Strong commercial acumen and a passion for overcoming challenges. Stay up-to-date with the latest fashion collections and trends, ensuring a high level of fashion culture with the daily briefs provided by the management team

Provide exceptional customer service by actively listening to and understanding customer preferences and desires.

Adapt to various customer profiles and ever-changing situations in a dynamic retail environment.

Take initiative to consistently exceed sales targets and actively contribute to team goals.

Collaborate with the team to tackle collective challenges and foster a supportive work environment.

Conduct business in both English, German and French to cater to a diverse customer base.

● **Account manager**

BRED | Jul 2017 - Dec 2017

Contributed to the business development and grow the client portfolio Ensured the sale of banking products and services

Participated in prospection days



● **marketing executive**

Bird Office | Feb 2017 - Apr 2017

As part of my school's international mission in 2nd year I conducted cold calls, and drew up an international market entry plan. (SWOT analysis), market strategy, prioritising tasks, analytical skills, working with teams from different departments. As part of my school's international mission in 2nd year I conducted cold calls, and drew up an international market entry plan. (SWOT analysis), market strategy, prioritising tasks, analytical skills, working with teams from different departments.



● **sales advisor**

Louis Vuitton | Jun 2016 - Aug 2016

Welcomed each customer and offer them the best possible experience, Contributed to the achievement of the store's objectives, engage with customers to develop long-term relationships through clienteling Developed in-depth knowledge of the brand and its products



● **sales advisor**

Marc Jacobs | Jun 2015 - Aug 2015

Welcoming, developing and building customer loyalty Participating in the constant improvement of service quality Developing merchandising for the bon marché leather goods stand

Education & Training

2016 - 2020

● **ESCE**

Business management, Export management

2011 - 2014

● **Lycée bossuet notre dame**

Baccalauréat,