

Rene' Fadoul

Director, Sales & Marketing

CONTACT

571.271.7270
www.renefadoul.com

renefadoul@gmail.com
linkedin.com/rene-fadoul



PROFESSIONAL PROFILE

History of orchestrating successful sales and marketing initiatives to achieve company's objectives and increase revenue. Delivering exceptional customer experiences through a consultative model with strong solution based strategies driven by analyzing metrics. A track record of up to 50% sales growth with 10 years of experience in various industries: Real estate, travel & tourism, hospitality, retail and nonprofit.



PROFESSIONAL EXPERIENCE

Sales Manager:

McWilliams Ballard, Alexandria, VA September 2017 – Present

- Blvd VI by IDI Group, former property of Paul VI in Fairfax
- Fastest-selling condo community in Northern Virginia
- 144 condos total, the sales pace averaged 6-8 sales per month, sold out in 2 years.
- The Haven by Peterson Cos., National Harbor, fastest sales pace in D/M/V area with McWilliams Ballard
- Named "Best Residential Development" by Washington Business Journal April 2019
- Nominated for "Great American Living Award" GALA by NVBIA
- Sold and closed 70% of units in 18 months, with average of 10 to 12 sales per month.

Principal:

Fadoul Consulting, McLean VA Mar 2016 – August 2017

- Develop strategies for small businesses to create digital footprint, increase brand exposure and create multiple sources for lead generation
- Analyze SEO data from Google Analytics and AdWords to track webpage visits and click-through rate on newly launched website with increased traffic by 30%
- Leads and implements social media strategy across digital media platforms increasing customer engagement by 55%

Director of Membership & Corporate Partnership:

National Club Association, Washington, D.C. Aug 2015 – Feb 2016

- Analyzed data and created aggressive recruitment and retention strategies for trade association, increased membership revenue by 100%
- Created and implemented member engagement outreach program identified as "at risk" members, and improved retention rate from 89% to 92%
- Managed and monitored the Abila NetForum association management system, developed maintenance program for optimal accuracy
- Developed and executed sponsorship programs to support association events, meetings and conferences
- Achieved 100% sponsorship goals for annual conference and regional meetings
- Team lead for executing initial committee programming ideas to diversify key member service for large-scale annual conference and regional quarterly meetings
- Collaborated to create integrated event marketing campaigns across variety of marketing vehicles to drive attendance, measure engagement and ROI

Full-Time Student Sept 2014 – Aug 2015

Director of Membership:

Tower Club, Tysons Corner, VA June 2013 – Aug 2014

- Identified and captured new membership opportunities
- Led sales and marketing initiatives to identify target markets through in depth research and analysis; developed strategies and tactics to reach sales goals
- Developed and nurtured strategic relationships with committee members resulted in increased referrals by 32%

Full-Time Student June 2012 to June 2013

Chief Business Development Officer:

Valletta Cruise Port, Malta EU Dec 2009 – Feb 2012

- Built company's long-term strategic plan to enter new market expanding sales by 22%; analyzed competitive landscape, created business model for aggressive growth expansion
- Created digital pitch deck and presented finding to C-level executives and stakeholder to secure \$2M for capital improvement financing
- Established and led new brand identity, which required sourcing, selection, negotiation, and management of a new advertising agency
- Managed the rebranding process, included renaming of company, created brand story, brand promise and brand guidelines to increase brand exposure by more than 50%
- Developed and executed marketing plans including press coverage, direct mail programs and advertising; leveraged online, television and print media to boost brand adoption by over 18%
- Led cross functional team and managed ad agency to create marketing tactics, budgets, creatives briefs, and promotional events for "Valletta Waterfront" destination with 22% increase in foot traffic
- Researched, identified and presented product expansion plans for private events revenue stream; executed strategies and tactics with 140% of increased sales in 12 months
- Achieved 100% of all sponsorship goals for annual trade show and regional European trade events

Consultant

Worldwide Trading, LLC, Vienna, VA Jan 2008 - Dec 2009

- Led the brand reinvention and modernization for family owned retail business. Procured POS, inventory management system and sourced new vendors

Sales and Marketing Manager

New Home Builders, Washington D.C. June 2003 - Dec 2008

- Worked with Centex, Drees Homes and Chase Communities various product lines; townhomes, SFH, adult communities and custom homes
- Cultivated and closed prospective buyers through the process for new home purchase
- Conducted active outreach program targeting agents and brokers to promote product awareness
- Prepared competitive research analysis, visited communities and identified market trends
- Led customers through complex financial requirements and estimated mortgage payment
- Scheduled and escorted customers through home construction inspection phases



EDUCATION

Master of Science: Integrated Marketing Communication

West Virginia University 2016
Reed School of Media GPA 4.0

Bachelor of Science: Business Management

University of Maryland University College, cum laude, 2014



SKILLS

Professional Skills: HubSpot Inbound Certified, Google AdWords certified, Google Analytics, WordPress, CRM & CMS software, Microsoft Suite

Personal Skills: Strategic Planning, Interpersonal Communication, Research & Analysis, Data Analysis, Corporate Relationship Building, Collaborator, Event Management, Entrepreneurial Spirit