

# Younesse D.

+90 552 253 8994 | djamelyounesse@gmail.com | Eskisehir, Turkey

## PROFESSIONAL SUMMARY

Dynamic and patient communicator with 3+ years of experience in sales, corporate training, and employee mentorship. Proven ability to design and deliver targeted training programs (1-on-1 and group) focused on business communication, sales processes, and new technologies. Eager to leverage direct sales experience to identify skill gaps and create experiential learning initiatives that boost sales performance for a world-class team.

## CORE COMPETENCIES

**Training & Facilitation:** Corporate Training, Group Workshops, 1-on-1 Coaching, Mentorship

**Curriculum Design:** Needs Analysis, Material Development, Experiential Learning, Evaluation

**Sales & Marketing:** Sales Process, Go-to-Market Strategy, Outbound Campaigns, CRM

**Communication:** Public Speaking, Presentation, Cross-Departmental Collaboration

## PROFESSIONAL EXPERIENCE

### Content Marketing Manager

March 2024 – Present

IstanbulFintechWeek | Istanbul, Turkey

Managed cross-departmental collaboration with sales, marketing, and external partners to align content strategy with sales enablement goals.

Developed and present data-driven reports on content performance to stakeholders, translating complex analytics into actionable training insights.

Tracked and analyzed content performance using analytics tools to optimize content planning and measure campaign effectiveness.

### Sales and Marketing Manager

pvX | Istanbul, Turkey

May 2024 – Nov 2024

Directly managed and mentored a team of 2 junior sales associates, providing continuous coaching on sales methods, CRM tools, and communication skills.

Identified team skill gaps and developed/delivered targeted training sessions to improve performance and product knowledge.

Designed and implemented the new employee onboarding process, successfully training a new hire on all company products, sales processes, and systems.

Conducted customer interviews and surveys to identify key pain points, translating findings into actionable data for product and sales strategy.

## Sales & Partnerships Specialist

CointelegraphTurkey | Istanbul, Turkey

July 2023 – May 2024

Managed the full sales cycle for key accounts, from prospecting and needs analysis to presentation, negotiation, and closing.

Developed and executed multifaceted outbound sales campaigns, creating effective scripts and messaging strategies that increased the sales pipeline from 0% to 20%.

Managed key accounts and provided dedicated support to prospects throughout the entire buying journey, ensuring a clear understanding of products.

## Founder & Corporate Trainer

EnglishBoost | Eskisehir, Turkey

Dec 2022 – Present

Design and deliver customized 1-on-1 and group training programs for 30+ corporate clients, focusing on Business English, sales scenarios, and HR communication.

Create all original training materials, including presentations, experiential role-playing exercises, and performance evaluation worksheets.

Leverage 100% organic LinkedIn content as the main growth channel, quadrupling the client base within six months.

## Junior Consultant

RothAdvisory | Remote

May 2022 – Feb 2023

Contributed to the conceptualization and design of an online marketing platform for a Swiss start-up.

Served as Product Lead during the development phase, coordinating between technical and business teams.

## Corporate English Trainer

GNR | Eskisehir, Turkey

June 2021 – July 2022

Facilitated group-based language training sessions for corporate clients, managing classroom dynamics and adapting curriculum to diverse learning styles.

Delivered targeted training modules on business communication, professional presentation skills, and email etiquette.

## TECHNICAL SKILLS

**CRM & Sales:** Zendesk Sell, Hubspot, Clay

**Productivity Suites:** MS Office Suite (Word, PowerPoint, Excel), Google Workspace

**Project Management:** Asana, NextCloud

**AI & Research:** ChatGPT, Notebook LM, Elicit

## EDUCATION

Master's in Business Management (Ongoing)

AnadoluUniversity | Eskisehir, Turkey

Sept 2023 – Present

Bachelor of Business Administration

AnadoluUniversity | Eskisehir, Turkey

2018 – 2023

## LANGUAGES

English: C2 (Bilingual/Native Fluency)

Arabic: C2 (Native)

Turkish: B2 (Professional Fluency)

French: B1 (Conversational)