

Yassine Chokri



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Sales & Marketing leader/SEO-PPC & Social Media strategist, CRM & SaaS expert/Junior business consultant/Training manager & coach/Occasional philanthropist, and guitar player
#createdonotcompete #attractdonotchase.

Summary

Currently, PhD candidate and supporting Progressive Orthodontic Seminars. As a director of international sales and marketing, I am renovating and remodeling the Sales & Marketing process worldwide, rebuilding the teams, and shifting gears by creating new strategies to not only thrive in the current market, but dominate the next one. I am an extremely passionate and driven leader who understands how important and effective Creativity & Training are to any organization. As a content creator and author, I have in-depth knowledge of my subject by always researching and keeping up with trends. Combined with strong communication skills and creative thinking, I am a very good listener who will ensure the Sales & Marketing needs of my employer are met continually throughout every week/month/quarter and year. I dedicated my career to promoting productivity and results, not only by being a top producer, but also with leading by example and promoting a fun and competitive atmosphere. I thrive in the Travel Industry and real estate, and have dedicated a big portion of my career to helping top Timeshare companies and real estate organizations rise higher.

Experience



Director of International Sales & Marketing

Progressive Orthodontic Seminars

Jul 2020 - Present (2 years 9 months)

- I Develop the marketing strategy to create awareness and sales of Program/Education.
- Currently Supervising the USA marketing and sales teams + 42 Locations worldwide.
- I Monitor budgets and use metrics to ensure ROI on marketing investments.
- I Assist international coordinators in growing their classes and refining their marketing and sales. • I Oversee marketing initiatives to drive awareness, new customer acquisition, and client loyalty • I am working with all marketing teams to develop and execute social media campaigns, blogs, videos, emails, e-books, webinars, magazine ads, press releases, direct mailers, trials and other lead generation content.
- I Monitor web presence by assisting with SEO, UX strategy, and content development.
- Currently Provide recommendations to grow through quantitative analysis and tracking.
- Working with all teams worldwide to build customer relationships and long-term clients.
- Currently Using CRM (HubSpot) and (Salesforce) to implement the marketing & sales funnel process.
- I Plan, schedule, design, and track projects.
- I Set and monitor sales goals and provide feedback and training to team.

- I Collaborate daily with various members including marketing, finance, IT, educational coordinator, instructors, and CEO to develop cross-functional solutions.
- I Oversee the branding and positioning of individual products and overall company strategy.



Regional Director of Sales and Marketing

Creatives Agency LLC

Jan 2019 - Feb 2023 (4 years 2 months)

- Co-owner and creator of the Marketing agency Creatives.Vegas
- Managed creation and execution of integrated marketing plans for all our clients.
- Served by creating strategies, providing Demand Generation, Marcom, PR, channel marketing, and marketing operations; to increase brand awareness and identify new opportunities -target new markets-



Regional Training Manager

Diamond Resorts®

Oct 2019 - May 2021 (1 year 8 months)

- Helped Support the Pacific Division in all aspects of Production and Training.
- Created, Developed and Conducted New Hire Training to All 200+ TM's.
- Created 30+ New Webinars, Flash and Recharge Marketing Trainings.
- Led and Trained the Regional team (7 Resorts in CA), driving Performance and sales results.



Regional Marketing Trainer

Diamond Resorts®

Oct 2018 - Oct 2019 (1 year 1 month)

- Conducted all Marketing New Hire Training in California/Hawaii. (16+ Sales Locations and Call Centers)



Marketing Lead

Wyndham Destinations

Sep 2016 - Oct 2018 (2 years 2 months)

- I was Responsible for exceeding site numbers and reaching budget as a top team lead/rep.
- Reached and managed all aspects of the job including qualifying, gifting, scheduling, creating excitement, timekeeping, performance standards and helping in reaching departmental SOP's.
- Eagle's Club and multiple awards winner
- Produced and maintained a high VPG with a top record of \$26,000 Volume per Guest.



Sales Marketing Supervisor

Marriott Vacations Worldwide

2014 - 2016 (2 years)

- Led a team that Managed over 500 to 600 check-ins weekly.
- Reached out to owners and non-owners by phone (pre-arrival) to help set up their vacation and improve their vacation club experience by signing them up to do the club presentation.

- Worked directly with Sales to design and print exclusive marketing material for the team to drive more sales and higher Volume Per Guest. This collateral and training proved a net 46% VPG increase throughout the quarter and year.
- Worked closely with the concierge team to implement several key product in gifting including but not limited to, sell pre-made packages to various destinations, better gift choices (attraction tickets) with smart gifting including different set of gifts and discounts to local area destinations.



Marketing Specialist

Holiday Inn Club Vacations

2011 - 2013 (2 years)

- I was Ranked top performer within few months on the floor.
- Maintained great results in qualifying, gifting, and booking guests to assist and be part of the clubsales presentations.
- Worked closely with more than one leader to reach new levels of performance, to maintain and increase site numbers.

Education



University of Central Florida – Rosen College of Hospitality Management master's degree, Tourism and Travel Services Management 2012 - 2016



ISIT (Tangier)

Bachelor of Applied Science - BSc, Tourism and Travel Services Management 2007 - 2009



Ecole des Professionnels du Tourisme / ISTAHT

Associate degree, Tourism and Travel Services Marketing Operations 2005 - 2007

Skills

Creativity • Sales • Leadership • Public speaking • Social media marketing • CRM & SaaS • Microsoft Office • Digital media marketing • Sales training/coaching • Leadership development

Languages

Arabic (native) • English (fluent) • Spanish (fluent) • French (fluent) • German (intermediate) •