

MICHAEL HANUCAIEV
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SUMMARY OF QUALIFICATIONS

Results-driven team player with strong background in business management, social media marketing, and public relations.

- ✓ Languages: Native English, proficient Hebrew, conversational Russian
- ✓ Management experience including; operations, finance & inventory management
- ✓ Client preservation and client management skills
- ✓ Computers: Windows, Microsoft Office, Outlook, CRM, WordPress, SendGrid, Cloudflare
- ✓ Social media advertising, including Facebook & Google AdWords high budgets

PROFESSIONAL EXPERIENCE

Financial Markets | *Sales Agent and Manager* | Tel Aviv, Israel | 2017 - Present

- ✓ Established an effective working relationship with various departments to jointly identify and resolve on-going CRM issues.
- ✓ Managed a team of agents and handled over 700 / day.
- ✓ Counseled low/high net worth individuals with regards to market news, market liquidity, as well as technical and fundamental market analysis.
- ✓ Marketing: created and managed Facebook ads with budgets of \$500 - \$1500 / day.

Royal York Realty | *Real Estate Sales Manager* | Brooklyn, New York | 2013 - 2016

- ✓ Developed sales pitch and guidance on cold-calling potential clients for product promotion.
- ✓ Created processes, training programs, and territory assignments; aligned with other department heads to administer proper support channels.
- ✓ Worked closely with sales enablement channels and marketing department to develop new sales strategies and stay ahead of competition and market trends.
- ✓ Built partnership channels to drive sales results through referrals.

Concord Medical & Supplies | *Managing Partner* | Toronto, Canada | 2009 - 2012

- ✓ Administer direct and coordinate activities of the clinic.
- ✓ Established new product launches and mentored the sales team.
- ✓ Implemented sales and retention initiatives on strategically managing business and budgeting.
- ✓ Fostered a robust, sustainable network of buyers, leveraging strong listening, product presentation and closing skills to optimize sales results.
- ✓ Sold directly into enterprise accounts, including hospitals, nursing homes etc.

EDUCATION

Real Estate Education Center (REEC) | *Real Estate Salesperson* | New York, USA | 2013

York University | *Bachelor of Arts: Business Management, Minor in Criminology* | Toronto, Canada | 2006