Diana Abernathy

**DIRECTOR OF SALES**

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| **CAREER OBJECTIVE**  I am prepared to expand my career into new industries, leveraging over **15 years** of expertise in Business Development and Strategic Management.    With a proven track record of increasing regional clientele by **28%** and sales by **26%**, I bring exceptional negotiation skills, result-driven leadership, and a unique blend of strategic thinking honed from my experience as a fitness instructor and adventurous solo-traveller. | | **CONTACT**   * *(754) 249-8391* * *Pompano Beach, FL, 33062* * *D.Abernathy747@yahoo.com* * *linkedin.com/in/diana-abernathy-32523661* |
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| **PROFESSIONAL EXPERIENCE** |  | |
| **Sales Manager – Americas** |  | |
| January 2023 – June 2024 | **Click Aviation Network, West Palm Beach, FL** | |
| * Cultivated and maintained strong business relationships with new/potential/existing accounts and key market players – Part 135/121/91 | * Formulated and executed a robust sales strategy tailored for the US market; increased regional **clientele 28%** and reduced customer acquisition **costs by 15%** through targeted campaigns and optimized sales funnels. | |
| **Charter Operations Executive** |  | |
| April 2022 – October 2022 | **Atlantic Air Charter, Fort Lauderdale, FL** | |
| * Outpaced productivity benchmarks by spearheading targeted initiatives, consistently securing **2-4 bookings daily** and generating **250K - 350K sales monthly**. | * Cultivated and maintained relationships with vendors/suppliers - Part 135/121 operators and service providers. * Managed daily operations and monitored activities to guarantee compliance with SOPs and FAA/ other CAA regulations. | |
| **Key Account Manager – VIP Aviation** |  | |
| August 2020 - January 2021 | **Monarch Air Group, Fort Lauderdale, FL** | |
| * Generated over **180** new sales leads across the US by conducting targeted outreach campaigns; cultivated and maintained relationships with 40+ private, VIP, and corporate accounts, resulting in a **18% revenue** increase. | * Reduced cost **by account 32%** by implementing an acquisition strategy, and developing efficient direct response acquisition programs. * Used cross-selling and upselling to boost value of customer purchases. | |
| **Business Development Manager - Russia, CIS, EMEA** |  | |
| September 2019 - September 2020 | **Honeywell Aerospace Inc. - Moscow, Russia** | |
| * Engineered innovative technical and business solutions tailored to the aviation sector, specializing in avionics, OEM, engines, and SaaS offerings. * Established, cultivated and maintained relationships with new and existing accounts - **increased clientele 24%.** * Led the seamless integration of avionics upgrades into aircraft sales processes. | * Met and exceeded sales goals and key performance metrics through competitive pricing and value-based marketing efforts – **achieved 153%** of financial target within initial 3 months. * Spearheaded the formation of strategic partnerships and alliances with emerging industry players, secured approval for **2 new MRO partnerships.** | |
| **Head of Marketing and Sales** |  | |
| April 2018 - July 2019 | **Zhukovsky International Airport (ZIA) – Moscow, Russia** | |
| * Replaced outdated marketing strategies with new and comprehensive campaigns, reducing the annual marketing **budget 43%.** * Developed and effectively managed a dynamic airline incentive program. | * Proactively identified and expanded key operational and executive-level relationships within the airline industry to stimulate growth in ZIA traffic and network expansion, successfully attracting 2 new air carriers. * Conducted on-site presentations on **20+** corporate events in **6 countries** and **30+** senior executives’ meetings. | |
| **Business Development Manager – Flight Support Services** |  | |
| September 2015 - April 2018 | **AirBridgeCargo Airlines LLC - Moscow, Russia** | |
| * Effectively managed all branch marketing functions, overseeing brand management, advertising initiatives, and social events, leading to significant increase in brand visibility and consumer engagement | * Implemented sales strategies to meet and exceed growth targets – attracted **5 new accounts in 6 months**. * Pioneered and cultivated strategic partnerships with key industry stakeholders to extend our market reach and unlock new sales opportunities. | |
| **Head of Marketing – MRO Division** |  | |
| August 2014 - September 2015 | **AirBridgeCargo Airlines LLC - Moscow, Russia** | |
| * Spearheaded and executed end-to-end market research and business development initiatives across key international markets such as **China, UAE, and Germany**, driving the expansion of both new and existing business branches. * Orchestrated a comprehensive rebranding campaign for the **German branch**, strategically redesigning brand elements and messaging to amplify market presence. | * Elevated product and service sales through the conception and execution of innovative marketing strategies. * Developed and implemented CRM system to streamline customer interactions, lead management, and sales tracking processes. * Directed PR management and content marketing, orchestrating impactful familiarization trips and trade show participation to showcase the products and services and attract new customers. | |
| **Head of Marketing & PR** |  | |
| May 2012 - June 2014 | **Tatarstan Airlines - Kazan, Russia** | |
| * Established new marketing & social media Team (8 interns) including content developers, SEO specialists, growing company web presence and **brand awareness by 28%.** * Lead a full cycle of Company’s re-branding to slash the brand awareness and increase sales opportunities. * Effectively managed interline/code-share agreements – slashed **sales 18%.** | * Managed VIP flights and charter programs with tour operators/tour agencies - 3 years charter contract personally developed and signed. * Directed and launched Frequent Flyer Program – slashed **sales 14%** in first 3 months. * Implemented and managed Incentive program for ticket agencies – slashed **sales 26%.** | |
| **EDUCATION** |  | |
| * **Master's Degree in Marketing Management** – August 2015   Moscow State University of Economics, Statistics and Informatics (MESI) - Moscow, Russia.   * **Master's degree in Aviation Engineering** - July 2003   Kazan State Aviation Institute (Kazan State Technical University) named after A.N. Tupolev - Kazan, Russia. | | |
| **CERTIFICATES AND LICENSES** |  | |
| IATA International Operation Safety Auditor – February 2016 | | |
| **LANGUAGES** |  | |
| * **English, Russian** – Native / Bilingual |  | |
| **SKILLS** |  | |
| • Data Analysis • Social Media • Communications • Negotiations  • Strategic planning • Performance metrics • Lead Generation  • Change management • Networking • Leadership • Team Management  • CRM Salesforce • E-commerce • Microsoft Office Suite | | |
| **ADDITIONAL INFO** |  | |
| * Former fitness Instructor and dancer. Inspired **more than 200 people** to change their lives to health, happiness and freedom. * Adventurous solo traveller – visited **34 countries**. | | |