



ROSE BAILLY

ACCOUNT MANAGER

GET IN TOUCH !

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Email: bailly.roseanne@gmail.com

Location: Dubai, UAE

Nationality: French

ABOUT

- Results-driven and adaptable, with a strong background in account management, sales, and negotiations.
- Passionate about building partnerships, optimizing strategies, and driving revenue growth.
- Supportive leader and mentor, sharing knowledge and fostering a positive team culture.
- Quick learner and problem-solver, thriving in dynamic environments.
- Friendly, flexible, and a great listener, always seeking innovative solutions.

HIGHLIGHTED SKILLS

- Languages : Fluent in French and English, both written and spoken. Good knowledge of German. Learning Arabic.
- Excellent communication and influencing skills.
- Ability to use a consultative approach towards partners to create win-win situations.
- Resourceful, solution-driven, flexible, and strong attention to detail.
- Strong computer skills, including GDS (Galileo, Amadeus), Microsoft Office, Tableau / Power BI, Salesforce
- UAE Driving license and personal car

WORK EXPERIENCE

Business Development Manager, Direct Supply

EMERGING TRAVEL GROUP, DUBAI, AE - FEBRUARY 2025 - PRESENT

- Identify, contract, and onboard new hotels and accommodations to expand the company's direct supply portfolio in the UAE and Qatar.
- Manage and optimize performance of existing direct properties by monitoring KPIs, reviewing contractual terms, and renegotiating conditions when required.
- Develop and execute strategies to increase the share of direct bookings versus third-party channels.
- Strengthen supplier relationships to ensure competitive rates, availability, and exclusive offers.
- Analyze market trends and property performance data to identify growth opportunities and maximize revenue potential.
- Collaborate with internal teams to ensure smooth integration and visibility of new and optimized properties across sales channels.

Yield Manager, Indian Ocean

HBX GROUP, DUBAI, AE - NOVEMBER 2021 TO NOVEMBER 2024

- Implemented strategic account plans, analyzing performance KPIs to ensure competitiveness and growth.
- Led negotiations to secure competitive agreement, optimizing pricing and availability.
- Maintaining high-quality collaboration through regular calls and meetings with partners.
- Handled relationships with international and local hotel chains, fostering collaboration and driving revenue growth.
- Demonstrated expertise in Synxis, effectively onboarding new hotels and conducting regular audits to identify any potential discrepancies.
- Recovered lost partnership through strategic initiatives, fostering strong relationships for increased revenue - amongst other, one recovered chain is now in the top performing (going from 0 to over 10,000 RN and 2.5Mo revenue)
- Collaborated with internal teams (sales, marketing) to promote products effectively.
- New acquisitions
- Training of new joiners

Key Account Manager

MEETING POINT YOU TRAVEL TOURISM, DUBAI, AE - NOVEMBER 2018 TO OCTOBER 2021

- Managed contracts with international partners, including tour operators and travel agents, overseeing payment terms and service level agreements (SLAs).
- Maintained and strengthened relationships with existing clients while identifying growth opportunities to maximize sales.
- Negotiated and facilitated API connections with partners to streamline booking processes and enhance product distribution.
- Identified and onboarded new third-party suppliers (TPS) for cross-selling opportunities, coordinating the integration process.
- Kept clients informed about new products, special offers, and market trends to drive engagement and retention.
- Created detailed sales reports and performance analyses to support strategic decision-making.
- Provided critical support to the Operations Team during the COVID-19 crisis, ensuring efficient handling of increased cancellations and amendment requests.

Reservation Agent & Product Executive

HOLIDAY FACTORY, DUBAI, AE - JULY 2017 TO NOVEMBER 2018

- Booked travel packages, including hotels, transfers, and train reservations.
- Created new travel deals to respond to market trends.
- Optimized hotel availabilities and flights inventory to maximize profit.

Business Travel Counselor

CARLSON WAGONLIT TRAVEL, LIEGE & LUXEMBOURG - JUNE 2011 - JULY 2017

September 2014 - May 2017: Dedicated to Ferrero Account. Handling travel needs for Ferrero Luxembourg, Belgium, and UAE employees in accordance with travel policy and SLA.

June 2011 - September 2014: Managed business travels for SMB, including flight, train, hotel reservations, car hire, visa applications, and meeting rooms. Ticketing using Galileo & Amadeus; tickets issuance, exchange, refund.

Leisure Travel Counselor

CARLSON WAGONLIT TRAVEL, LIEGE, BE - NOVEMBER 2010 - JUNE 2011

- Welcomed and advised clients.
- Managed files and addressed complaints.
- Handled administrative tasks such as billing and payment.
- Made travel bookings through Belgian Travel System (BTS).

ENTREPRENEURIAL PROJECTS & PUBLICATIONS

Self-Published Author (Amazon KDP)

- Wrote, edited, and produced two self-development books focused on mindset and personal growth.
- Managed the complete publishing pipeline using Canva for design and Amazon KDP for worldwide distribution.
- Coordinated formatting, cover creation, metadata, pricing, and marketing.

Founder & Product Creator - Cluttr Marketplace (Dubai)

- Launched a fully operational resale marketplace designed for simple, secure, negotiation-free buying and selling.
- Designed brand identity, user flows, and end-to-end seller experience.
- Built the site using Shopify + Webkul marketplace extension; developed all front-end content and visuals on Canva.
- Structured operational processes: item verification, delivery workflow, payment release, and customer support.
- Drove early-stage marketing and community engagement across social media groups.

EDUCATION

IFAPME, Liege, BE

Tourism degree 2010 - 2014
Management degree 2013 - 2014

HELMO St Martin, Liege, BE

Law school 2009-2010

EF Malta, MT & London, GB

English School April 2012 and April 2013
EF Cambridge English Level Test diploma, C1

Institut St Joseph, Welkenraedt, BE

High School 2003-2009
CESS