

Neda Dalir

ABOUT ME:

I am a passionate Sourcing and Procurement Category Manager with 17 years of experience optimizing procurement processes, reducing costs, and managing vendor relationships across diverse industries. Skilled in ERP systems, strategic sourcing, and contract negotiation, I focus on driving efficiency and value.

SKILLS:

- Procurement & Strategic Sourcing
- Contract Negotiation & Vendor Management
- RFQ/RFP Management
- ERP Systems Proficiency
- Advanced MS Office Suite Skills
- Data Analysis & Reporting
- Effective Communication
- Time Management
- Attention to Detail
- Adaptability & Problem-Solving
- Team Collaboration
- Creativity & Innovation
- Quick Learner

CONTACT:

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TECHNOLOGY Core Competencies

Ivalua - Familiar

ERP (ODOO, SAP, Microsoft Dynamic NAV)-Purchasing and Contract module - Expert

MS-Office & Suite (Word, Excel, Power point, Outlook) - Expert

Adobe Photoshop-InDesign-Illustrator-Expert

WordPress-Expert

EDUCATION

Master of Business Administration -MBA

University of Tehran (Faculty of Management) – Tehran, IRAN

Date of completion: June 2021

Bachelor of Arts in Graphic Design

University of Applied Science and Technology (UAST)-Tehran, IRAN

Date of completion: November 2012

WORK EXPERIENCE

PURCHASING SPECIALIST & EXECUTIVE MANAGER ASSISTANT

Warden Woods Community Centre | Toronto, CA | Oct 2023 - Present

<https://wardenwoods.com/>

- Managed procurement activities, including vendor selection, price negotiations, and securing cost-effective solutions for customizable items and branding materials to support organizational needs.
- Redesigned and managed the organization's website using WordPress, transforming it from the ground up to improve functionality, aesthetics, and alignment with branding strategies.
- Created and maintained website content, including graphics, photography, and written materials, ensuring timely updates and consistent messaging.
- Assisted the Executive Manager with procurement strategies, report preparation, and providing operational insights to optimize resource allocation and efficiency.
- Coordinated event arrangements, overseeing branding materials, signage, and digital promotions to enhance event visibility and community engagement.
- Collaborated with teams to produce engaging graphic and digital materials for marketing campaigns, events, and community outreach initiatives.

MARKETING OPERATIONS CATEGORY MANAGER

Kheili Sabz Holding | Tehran, IR | July 2020 – Sep 2022

<https://kheilisabz.com/>

- Managed and motivated a team of five staff, driving collaboration between production and marketing teams to meet seasonal demand and exceed goals.
- Oversaw procurement processes end-to-end, ensuring timely and cost-effective sourcing of raw materials and finished products, contributing to over 1 million notebooks produced and delivered each season, alongside other stationery items such as pens and pencils.
- Partnered with marketing teams to design and procure customized materials for high-impact campaigns and events, increasing customer engagement and brand recognition.
- Optimized inventory control processes, reducing overstock and waste by 20%, while ensuring sufficient supply for seasonal peaks and marketing initiatives.
 - Strengthened vendor relationships, enabling competitive pricing and consistent product quality, resulting in a 15% reduction in procurement costs over two years

CERTIFICATIONS:

Principles and Techniques of Negotiation
Center of Applied Science and Technology | 2014

Supplier Evaluation and Development
IMQ Academy | 2015

Purchasing and Procurement Management
IMQ Academy | 2015

EVENT AND ADVERTISING CATEGORY MANAGER

DNA Union Holding | Tehran, IR | Aug 2016 – Mar 2019

<https://dnaunion.com/en-us//>

- Managed procurement for client events and promotional materials, ensuring on-time and within-budget delivery for high-profile collaborations.
- Provided advertising and promotional gifts for events and vendor partnerships, supporting more than five major events per season in collaboration with renowned brands such as Samsung, Huawei, Sensodyne, and Pampers for product launches and promotional campaigns.
- Collaborated with cross-functional teams to develop and source customized promotional items that aligned with client branding strategies, enhancing event visibility and engagement.
- Established KPIs for supplier performance, driving improvements in delivery timelines, cost efficiency, and product quality.
- Strengthened vendor relationships, achieving a 10% cost reduction in procurement expenses while maintaining high-quality standards.
- Streamlined procurement processes, optimizing workflows to reduce lead times and improve operational efficiency.

PRINT AND PRODUCT CATEGORY MANAGER

Rightel | Tehran, IR | Aug 2011 – Sep 2016

<https://Rightel.ir/en/>

- Collaborated with the marketing team to design and procure advertising materials, including printed items such as product brochures, boxes for modems, and SIM cards, ensuring alignment with branding standards.
- Worked closely with the IT team to identify and onboard suitable vendors for SIM card production, customizing technical and graphical features to meet operational and branding requirements.
- Directed the procurement and delivery of advertising gifts for events and corporate promotions, ensuring timely and cost-effective solutions for high-impact campaigns.
- Managed RFP/RFQ processes, streamlining vendor evaluations, contract negotiations, and communication to achieve optimal pricing and quality for marketing and branding projects.
- Coordinated the production of high-quality print materials, including brochures, banners, and branded merchandise, adhering to stringent visual branding and quality standards.
- Strengthened supplier relationships, ensuring the on-time delivery of materials and achieving significant cost savings through efficient procurement practices.

BRAND MANAGER

Persian Gulf Tour & Travel Agency | Tehran, IR | Apr 2006 – May 2011

<https://gta.ir/en/>

- Collaborated Planned and executed branding and advertising initiatives, overseeing the development of website designs, promotional materials, and event branding to enhance the company's market presence.
- Managed end-to-end event planning and ensured the timely procurement and delivery of materials for promotional campaigns and corporate events.
- Sourced and supplied advertising materials, including brochures, banners, and branded merchandise, aligning all deliverables with the company's visual identity and strategic goals.
- Controlled project budgets, balancing cost-effectiveness with high-quality outputs to maximize return on investment for marketing activities.
- Ensured quality control of all advertising materials, maintaining consistency across multiple campaigns and enhancing brand recognition.
- Strengthened vendor partnerships, negotiating favorable terms for advertising supplies and achieving significant cost efficiencies without compromising quality.