

Neda Dalir

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About Me:

Experienced Sourcing and Procurement Category Manager with 17 years of success in optimizing procurement operations, reducing costs, and managing high-value vendor relationships across diverse sectors. Skilled in ERP systems, strategic sourcing, contract negotiation, and print/advertising procurement. Strong background in collaborating with marketing teams, overseeing production, and supporting branding initiatives for corporate campaigns and events.

Hard Skills:

- Procurement Management
- Contract Negotiation
- RFQ/RFP Management
- Strategic Sourcing
- Vendor & Supplier Management
- Cost Optimization
- ERP Systems (SAP, ODOO)
- Inventory Control
- Data Analysis
- Market Research
- Brand Strategy
- Adobe Suite (Photoshop, Illustrator)
- WordPress, Web Design & SEO
- Photography

Soft Skills:

- Team Collaboration
- Time Management
- Problem Solving
- Multitasking
- Attention to Detail
- Fast Learner

Certifications:

- Principles and Techniques of Negotiation (2014)
- Supplier Evaluation and Development (2015)
- Purchasing and Procurement Management (2015)

Languages:

- English (Advanced)
- Farsi (Native)

Education

Master of Business Administration (MBA)

Project Management
2020 – 2021

Bachelor of Arts (B.A.)

Graphic Design
2012 – 2014

Work Experience

Purchasing & Executive Manager Assistant

Warden Woods Community Centre

Oct 2023 – Present

- Led end-to-end procurement processes, including vendor evaluation, price negotiations, and securing cost-effective solutions for customizable products and branding materials to meet organizational needs.
- Rebuilt and managed the organization's WordPress website, enhancing usability, visual appeal, and alignment with overall branding strategy.
- Developed and maintained website content—graphics, photography, and copy—ensuring consistent messaging and timely updates across all digital platforms.
- Supported the Executive Manager with procurement strategy development, reporting, and operational analysis to improve resource planning and efficiency.
- Organized and executed event logistics, including branding materials, signage, and digital promotions, to increase visibility and boost community participation.
- Collaborated cross-functionally to design and deliver high-impact visual and digital assets for marketing campaigns, events, and outreach programs.

Sourcing & Product Manager

Kheili Sabz Holding

July 2020 – Dec 2022

- Led and inspired a team of five, fostering collaboration between production and marketing departments to successfully meet seasonal demand and surpass performance targets.
- Managed end-to-end procurement operations, securing timely and cost-efficient sourcing of raw materials and finished goods—supporting the production and delivery of over 1 million notebooks per season, along with related stationery items such as pens and pencils.
- Collaborated with marketing teams to design and source customized promotional materials for high-visibility campaigns and events, enhancing customer engagement and brand recognition.
- Streamlined inventory control systems, reducing excess stock and material waste by 20% while ensuring reliable supply during seasonal surges and promotional periods.
- Built and maintained strong vendor partnerships, negotiating favorable terms to improve cost-efficiency and product consistency, achieving a 15% reduction in procurement expenses over two years.

Marketing Procurement Manager

DNA Union Holding

Aug 2016 – Mar 2019

- Oversaw procurement for high-profile client events and promotional campaigns, ensuring timely and budget-compliant delivery of materials for major brand collaborations.
- Coordinated the sourcing and distribution of branded merchandise and advertising gifts, supporting over five large-scale events per season for clients such as Samsung, Huawei, Sensodyne, and Pampers.
- Partnered with cross-functional teams to design and procure customized promotional items aligned with client branding strategies, enhancing event visibility and audience engagement.
- Defined and implemented key performance indicators (KPIs) for supplier performance, leading to measurable improvements in delivery timelines, cost control, and product quality.
- Cultivated strong vendor relationships, securing favorable terms and achieving a 10% reduction in procurement costs while maintaining premium quality standards.
- Streamlined procurement workflows to reduce lead times and boost overall operational efficiency across event production cycles.

Sourcing & Procurement Lead (Events & Branding)

Rightel Telecommunication

Aug 2011 – Sep 2016

- Partnered with the marketing team to design and source a wide range of advertising materials, including product brochures, modem packaging, and SIM cards, ensuring consistent alignment with corporate branding standards.
- Collaborated with the IT team to identify and onboard qualified SIM card vendors, customizing both technical specifications and visual design to meet operational and branding requirements.
- Led the procurement and timely delivery of promotional items for events and corporate campaigns, providing cost-effective solutions that supported brand visibility and audience engagement.
- Oversaw the complete RFP/RFQ process—from vendor evaluation to contract negotiation—securing competitive pricing and high-quality outputs for marketing and branding initiatives.
- Managed the end-to-end production of print and promotional materials, including banners, brochures, and merchandise, ensuring adherence to strict quality and branding guidelines.
- Built and maintained strong supplier partnerships, driving efficiencies that resulted in timely deliveries and measurable cost savings across marketing procurement efforts.

Brand Manager

Gulf Tour & Travel Agency

Apr 2006 – May 2011

- Planned and executed comprehensive branding and advertising initiatives, overseeing the development of website designs, promotional content, and event branding to strengthen market presence and brand consistency.
- Managed end-to-end event coordination, ensuring timely procurement and delivery of materials to support promotional campaigns and corporate events.
- Sourced and supplied a variety of advertising materials—including brochures, banners, and branded merchandise—ensuring all deliverables aligned with the company's visual identity and strategic marketing goals.
- Monitored and controlled project budgets, maintaining a strong balance between cost-effectiveness and high-quality outcomes to maximize ROI on marketing activities.
- Conducted quality assurance across all advertising materials, ensuring consistency and professionalism across multiple campaigns to enhance overall brand recognition.
- Cultivated strong vendor relationships, successfully negotiating favorable terms for advertising supplies and securing cost efficiencies without compromising on quality.

ADDITIONAL WORK EXPERIENCE

Freelance Graphic Designer, Web Designer, and Photographer. (Apr 2010 – Present)