

Shadia Ayad Mohamed

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Professional Summary

Sales Specialist and Team Leader with 5+ years of experience in B2B and retail sales. Proven track record in team leadership, sales growth, and improving customer satisfaction. Skilled in strategy development, performance analysis, and CRM systems. Seeking to contribute to a goal-driven team in a competitive business environment.

Work Experience

B2B Sales Team Leader

Elaraby Group | 2022 – 2024

- Led 10-member sales team; boosted revenue by 25% in one year.
- Improved customer satisfaction by 15% through service quality initiatives.

Sales Team Leader

Elbarbary Group | 2019 – 2022

- Managed and trained 5 sales reps; achieved 30% revenue growth.
- Increased customer satisfaction by 20%.

Sales Representative

CTC Group | 2014 – 2015

- Promoted agricultural products and expanded the client base.

Education & Training

Bachelor of Agriculture

Sudan University of Science and Technology | 2008 – 2014

Courses

- SAP Courses (2019)
- English – British Institute

Skills

Sales Strategy & Planning | Team Leadership | CRM & Customer Service | Negotiation & Communication | SAP, Microsoft Office

Languages

Arabic: Native | **English:** Advanced