



Sherif Moustafa Elawadi

Sales Representative | Business Development | Team Leader

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Professional Summary

Dynamic and results-driven Sales Representative with over 10 years of experience in sales, business development, and team leadership. Proven record of expanding market share, introducing new products, and consistently exceeding sales targets. Skilled in client relationship management, cross-selling, and building long-term partnerships. Trilingual communicator fluent in Arabic, English, and French.

Work Experience:

Sales Representative – Hayat Al Ishraqa cosmeceutical: may 2025 till present:

Responsible for promotion company pharmacies to clinic.

Building relation with HCP.

Promoters in the pharmacy facing customers.

Sales Representative – Al Hamaed Company

Dammam | Nov 2022 – Aug 2024

- Spread promotional strategies for Al Dawa pharmacies across the Eastern region.
- Successfully launched Emanera (2023) in Al dawa Pharmacy.
- Inclusion of Septotele (2023) in exceer pharmacy and adel abosaud pharmacy
- Inclusion of Herbion in al Ghadeer pharmacy.
- Secured product placement in Adel Abu Saud and Balsam pharmacy chains.
- Following up orders in all chains.

Sales Representative – Zimmo Company

Dammam | Feb 2022 – Nov 2022

- Expanded customer base by 30% in less than one year.
- Ranked in the top 5% of sales representatives regionally.
- Led cross-selling initiatives that increased overall revenue

Supervisor – Virgin Megastore

Dammam | Jan 2013 – Feb 2021

- Directed operations as Library Department Supervisor (2013–2016).
- Led Electronics Department (2016–2018), enhancing sales and customer service.
- Supervised Dammam Airport branch (2018–2021), achieving strategic goals and boosting reputation.

Education

Bachelor of Arts and Education – Al-Azhar University, Cairo | 2009

- Proficiency in French language curriculum.
- Advanced English coursework.
- Computer literacy and integration.

Key Skills

- Sales & Business Development
- Customer Relationship Management
- Cross-Selling & Upselling Strategies
- Team Leadership & Training
- Strong Communication & Negotiation
- Problem Solving & Adaptability
- Detail-Oriented & Target Driven

Languages

- Arabic – Native
- English – Advanced
- French – Intermediate

