

SHADY RAAFAT ABDULRAHMAN

Key Account Manager | Technical Sales Consultant | Luxury Fabrics Specialist

 Jeddah, Saudi Arabia

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PROFESSIONAL SUMMARY

A result-driven Key Account Manager and Technical Sales Expert with over 12 years of experience in the luxury fabrics and curtains industry. Proven track record in the Saudi and Egyptian markets, including experience with industry leaders like **Al-Quthmi**. Expert in managing high-net-worth (VIP) clients, B2B project sales, and showroom operations. Possesses deep technical knowledge in fabric specifications, on-site measurements, and custom window treatments. A "hands-on" leader who rose from a technical craftsman to a Branch Manager and Key Account Representative.

CORE COMPETENCIES

- **Strategic Sales:** VIP Client Relationship Management, B2B & Project Sales.
- **Technical Mastery:** Advanced Measurement, Fabric Estimation, Installation Supervision.
- **Operational Excellence:** Showroom Management, Branch Opening, Team Leadership.
- **Business Acumen:** Contract Negotiation, Lead Generation, Market Analysis.

PROFESSIONAL EXPERIENCE

Key Account Sales Representative

Raif Fabrics & Curtains – Jeddah, KSA | 2025 – Present

- Managing sales and relations for VIP clients and large-scale residential projects in Jeddah.
- Providing bespoke fabric solutions and expert technical consultation to drive revenue.
- Building long-term partnerships with interior designers and architects.

Founder & Technical Consultant

Private Workshop (Curtain Solutions) – Jeddah, KSA | 2024 – 2025

- Directed end-to-end projects for custom curtains, handling material sourcing and quality control.

Sales Representative

Al-Quthmi Global – Jeddah, KSA | 2022 – 2023

- Represented a leading global textile brand, identifying and closing sales in the premium segment.
- Provided technical advice on textile properties and durability for luxury projects.

Showroom Manager / Branch Opening Specialist

Raif Fabrics & Curtains – Cairo, Egypt | 2020 – 2022

- Promoted to Branch Manager in 3 months due to record-breaking sales performance.
- Managed the successful launch of the Maadi branch, overseeing staff, inventory, and operations.

Business Owner (Curtain Specialist)

Tag Curtains – Cairo, Egypt | 2017 – 2020

- Managed all business operations, from technical fabrication to customer sales.

Technical Coordinator & Data Entry

Modern Service (Peugeot) & MCV – Cairo | 2011 – 2016

- Managed technical reporting, operational coordination, and insurance data archiving.

EDUCATION

- **Technical Diploma in Commerce & Management** *MCV Dual Education & Training School – Cairo, Egypt*
 - Graduated from the **German Dual Education System** (Theory & Practical Training).
- **Professional Experience Certificate (3 Years)** *Awarded by the German-Arab Chamber of Industry and Commerce.*

TECHNICAL SKILLS & LICENSES

- **Languages:** Arabic (Native), English (Professional Working Proficiency).
- **Driver's License:** Valid Saudi Driving License.
- **Residency:** Transferable Iqama (Valid).
- **Technical:** CRM, MS Office (Excel, Word), Accurate Site Measurement.