

Ahmed Ali Abdelrazek Mohamed

SALES AND MARKETING EXECUTIVE

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Address: Eastern Province, Saudi Arabia | **Nationality:** Egyptian | **Date of Birth:** 9 September 1985

Transferable Iqama: Available | **Driving License:** Private(Valid)

PROFESSIONAL SUMMARY

Results-driven **Sales and Marketing Executive** with over 15 years of progressive experience in sales, field supervision, marketing, and quality assurance across diverse sectors in Saudi Arabia and Egypt. Demonstrated expertise in leading multidisciplinary teams, optimizing project execution, and exceeding revenue targets through strategic sales initiatives and client relationship management. Adept at enforcing health, safety, and quality standards in alignment with international best practices (OSHA, ISO), while maintaining operational efficiency in dynamic environments. Holds a Bachelor's degree in Fine Arts and multiple professional certifications in sales, marketing, site supervision, safety management, and technical design software (AutoCAD, Revit). Currently seeking a challenging opportunity in sales leadership or field operations management where analytical thinking, team leadership, and customer-centric strategies can drive business performance and long-term success.

PROFESSIONAL EXPERIENCE

Sales and Marketing Executive

Ice Corner Company – Eastern Province, Saudi Arabia

2022- 2025

Is Responsible For:

- Supervising on-site project implementation and ensuring delivery meets deadlines and quality standards.
- Managing marketing and sales efforts to improve regional outreach and drive revenue growth.
- Coordinating cross-functional teams to align workflows between sales and operations.
- Monitoring market trends and competitor activity to optimize business strategies.
- Developing and executing territory-specific sales strategies to expand client base.
- Conducting market research and analyzing competitor performance for strategic planning.
- Preparing performance reports and presenting progress updates to management.
- Maintaining client relationships by providing tailored solutions and responsive service.
- Leading customer meetings, site visits, and promotional events to enhance product visibility.
- Supporting proposal development, pricing strategies, and contract negotiations.

Sales & Marketing Representative

Manar Al-Khubara Trading – Eastern Province, Saudi Arabia

2020- 2022

Was Responsible For:

- Promoting company products and services to prospective clients.
- Building strong relationships with customers and closing multiple high-value deals.
- Maintaining sales records, preparing reports, and supporting marketing campaigns.
- Identifying new sales opportunities and generating leads through outreach activities.
- Conducting product presentations and demonstrations to potential clients.
- Negotiating contract terms and closing sales agreements.
- Collaborating with marketing teams to develop effective promotional strategies.
- Monitoring customer feedback to improve service quality and satisfaction.
- Tracking sales performance against targets and adjusting approaches accordingly.

Quality Control & Safety Officer

Maarif for Education & Training – Dammam, Saudi Arabia

2012- 2020

Was Responsible For:

- Ensuring compliance with internal quality policies and health and safety regulations.
- Conducting inspections and developing safety protocols.
- Training staff on safety procedures and best practices.
- Participating in audits and assisting in corrective action plans.
- Improving incident reporting procedures and documentation.
- Monitoring workplace conditions to identify and mitigate hazards.
- Implementing continuous improvement initiatives for quality and safety.

Marketing Representative & Site Supervisor

Modern Art Decoration – Egypt

2010- 2012

Was Responsible For:

- Overseeing project sites, coordinating with clients, and ensuring smooth execution.
- Generating leads and marketing design services to expand the customer base.
- Managing supply orders and supervising on-site team tasks.
- Monitoring project progress and resolving operational issues promptly.
- Communicating regularly with stakeholders to align project objectives and expectations.

Sales Representative

Americana Food Industries – Egypt

2009- 2010

Was Responsible For:

- Handling product sales across designated territories.
- Increasing sales by implementing customer-focused selling strategies.
- Delivering post-sale support and resolving client concerns.

ADDITIONAL FREELANCE PROJECTS

Field Research Supervisor

MRB Marketing Research – Khobar & Dammam

Was Responsible For:

- Leading field data collection teams for large-scale marketing research campaigns.
- Ensuring accuracy and timely delivery of research data.

Field Quality Supervisor

Al-Wasila International – Khobar & Dammam

Was Responsible For:

- Conducting quality control for field operations.
- Reporting deficiencies and implementing corrective actions.

EDUCATION

Bachelor of Fine Arts – Mural Painting

Minia University, Egypt – 2009

- **Grade:** Good

CERTIFICATIONS & TRAINING

- **Electronic Secretarial Certificate**

Ibda' Al-Aseel Training Center – Technical and Vocational Training Corporation (TVTC) September 29, 2021 – 10 Hours

- **Executive Secretarial Certificate**

Ibda' Al-Asayel Training Center – Technical and Vocational Training Corporation (TVTC) September 25, 2021 – 15 Hours

- **Hospital Management Diploma**

Federation of Arab Teachers – October 2020

- **E-Marketing Course**

- Tafarrud Al-Ru'ya Training Center – September 2020

- **Administrative Assistant & Team Building Program**

Tafarrud Al-Ru'ya Training Center – September 2020

- **Self-Evaluation and SWOT Analysis in Education**
- **Training on inspection and assessment methods**
- **Training on data and information analysis**
- **SWOT-based institutional self-assessment**

Ma'arif for Education and Training, Dammam

- **Fast Track MBA – Business Administration (Marketing, Sales, HR, Finance)**

Federation of Arab Teachers – May 2019

- **Photography Basics Course**

Cairo Photography Club – July 2019

- **Awareness Training in Process Improvement and Efficiency**

Kazein Institute – February 2019

- **Fire Alarm Systems Specialist**

HST Fire UK – July 2018

- **PMP Certification Exam Preparation Course**

Expert Academy – August 2017

- **Train of Trainers (ToT)**

Arab Center for Training and Development – August 2017

- **Light Current and Smart Home Systems Course**

Egyptian Academy of Science and Technology – August 2016

- **Professional Site Engineer Program**

ISI Academy – July 2015

- **Diploma in Construction Safety Management**
- **Safety Management System Evaluation & Implementation (SMS)**
- **Platinum Certificate in Emergency and Disaster Management**
- **Effective Safety Committee Meeting Strategies**
- **Hazard Identification & Hazard Analysis**
- **Safety Reports, Forms, and Compliance Documentation**
- **Safety and Health Programs Overview**
- **Safety Training Methods & Accident Investigation Reporting**

High Trade Group – July 2015

- **30-Hour OSHA Certification – Construction Safety & Health**
- **30-Hour OSHA Certification – General Industry Safety & Health**

Arab Association – July 2015

- **Diploma in Construction Accounting**

Harvard – July 2015

- **AutoCAD 2D – AutoCAD 2016**

ISI Academy July 4, 2015

- **International Computer Driving Licence (ICDL)**

License No. Egy 000961929 October 25, 2011

CAREER SKILLS

- **Sales Strategy Execution** – Delivered consistent sales growth by planning and executing region-specific marketing campaigns aligned with business goals.
 - **Field Project Supervision** – Oversaw on-site operations and ensured compliance with timelines, specifications, and safety standards.
 - **Customer Relationship Management** – Built and maintained strong client relationships to drive repeat business and enhance customer satisfaction.
 - **Quality Control Compliance** – Enforced quality assurance procedures and conducted inspections to maintain regulatory and operational standards.
 - **Health & Safety Oversight** – Applied OSHA knowledge to implement safety measures, reduce risks, and lead emergency preparedness training.
 - **Territory Management** – Managed assigned sales regions effectively by identifying target markets, allocating resources, and prioritizing high-potential areas.
 - **Lead Generation & Prospecting** – Utilized cold calling, referrals, and networking strategies to generate qualified leads and expand the client pipeline.
 - **Market Analysis & Strategy** – Conducted market research to identify emerging trends, customer needs, and competitive positioning to support strategic planning.
 - **Campaign Development** – Designed and launched product marketing campaigns that increased visibility, improved engagement, and supported revenue goals.
 - **Sales Performance Reporting** – Tracked KPIs and prepared sales reports for leadership, enabling data-driven decisions and continuous performance improvement.
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SOFTWARE SKILLS

- Email Marketing Tools (e.g., Mailchimp, Constant Contact)
 - Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter)
 - Google Workspace (Docs, Sheets, Drive)
 - Google Analytics
 - SEO Tools (e.g., SEMrush, Ubersuggest)
 - Basic Content Management Systems (e.g., WordPress)
 - Microsoft Office (Word, Excel, PowerPoint)
 - ICDL
 - Fire Alarm Systems (Basic)
 - Light Current Systems
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PERSONAL SKILLS

- Communication
 - Leadership
 - Adaptability
 - Teamwork
 - Problem-Solving
 - Time Management
 - Negotiation
 - Decision-Making
 - Critical Thinking
 - Persuasion
 - Emotional Intelligence
 - Conflict Resolution
 - Creativity
 - Work Under Pressure
 - Strategic Thinking
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LANGUAGES

- **Arabic** – Native Speaker
- **English** – Very Good proficiency (spoken and written)