

ABDULRHMAN ALSHAHRANI

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Professional Summary

Business development and team management professional with diverse experience across retail and advertising. Proven ability to build client relationships, enhance operations, and implement growth strategies. Strong track record in driving sales, leading teams, and delivering customer-focused results.

Core Skills

Business Development & Sales Strategy

Customer Relationship Management (CRM)

Market Analysis & Problem Solving

Negotiation & Closing Deals

Team Leadership & Performance Management

Project & Retail Operations Management

Microsoft Office Suite | Power BI

Adaptability & Collaboration

Professional Experience

Showroom Manager | Build Station | Dammam | Feb 2025 – Present

- Led daily showroom operations and motivated sales team to achieve targets.
- Implemented effective product display strategies that boosted sales.
- Tracked KPIs, analyzed reports, and shared insights with senior management.
- Built and maintained strong relationships with customers and key accounts.

Public Relations & Sales Officer | Advertising Ways | Al Khobar | Jul 2024 – Feb 2025

- Built and managed client relationships, increasing retention and opportunities.
- Negotiated contracts and closed deals exceeding sales targets.
- Coordinated marketing campaigns and ensured timely execution.

Shopkeeper (Sales & Operations) | IKEA | Riyadh | Oct 2018 – Jul 2023

- Restructured two sales departments in under 3 months, improving efficiency.
- Achieved the lowest employee turnover rate across IKEA KSA (2022).
- Enhanced customer experience through escalations handling and compliance.
- Trained and supervised staff on sales, service, and operations.
- Collaborated with teams to analyze inventory and support sales targets.

Sales Representative | Al-Faleh House | Riyadh | Jan 2017 – Apr 2018

- Consistently achieved and exceeded monthly sales quotas.
- Delivered personalized customer service, driving retention and repeat purchases.
- Monitored inventory and maintained effective product displays.

Education

Bachelor in Public Relations (GPA: 4.34)

Imam Muhammad bin Saud University | Jan 2022

Training & Certifications

- MOS Certification (Microsoft Office Specialist)
- Sales Strategies & Active Selling
- Project & Change Management