

Abdulrahman Abu Elala

+966 569 090 209 Abdulrahman.abualola@hotmail.com Abdulrahman Abu Elala Saudi Arabia

SUMMARY

Sales professional with over 10 years of experience at IKEA, currently working as Sales Group Leader. Holds a Bachelor's degree in Business Administration from Imam Abdulrahman Bin Faisal University. Skilled in Sales Management, Business Development, CRM, and Sales Strategy, with a strong focus on Sales Management and driving business growth.

EXPERIENCE

IKEA | Dhahran, Saudi Arabia

Sales Group Leader | November 2021 – Present.

- Direct sales activities across departments, optimizing team allocation and customer interaction.
- Oversee budget monitoring and implement measures to prevent losses.
- Optimize inventory management to support smooth operations and sales targets.
- Maintain store standards to enhance both customer experience and staff performance.
- Coordinate team efforts to achieve departmental goals and improve overall efficiency.

Visual Merchandise Specialist | January 2019 – November 2021.

- Designed and implemented creative product displays to enhance visual appeal and boost sales.
- Utilized commercial insight and spatial awareness to optimize store layouts effectively.
- Collaborated with sales teams to align merchandising strategies with business objectives.
- Monitored and adjusted visual presentations to maintain consistency and brand standards.

Sales Team Lead | January 2015 – January 2019.

- Led a team of leaders and staff to enhance customer experience and drive overall profitability.
- Produced detailed weekly KPI reports to monitor performance and progress.
- Oversaw staff onboarding, training, and ongoing performance management.
- Planned and coordinated commercial activities to align with company objectives.

Sales Representative | September 2012 – January 2015.

- Ensured optimal product availability and accurate pricing to consistently drive sales growth.
- Delivered excellent customer service by resolving inquiries and concerns promptly.
- Maintained a clean and visually appealing store environment to enhance customer experience.
- Actively contributed to achieving and exceeding monthly and quarterly sales targets.

EDUCATION

Imam Abdulrahman Bin Faisal University | Saudi Arabia

Bachelor's Degree in Business Administration | GPA: 4.1/5 | 2019.

OTHER

● Certifications & Courses:

- Retail Sales Management | LinkedIn | July 2024.
- Layout, Commercial Light & Range Presentation | IKEA | October 2021
- Style Guide | IKEA | September 2021
- Leadership Training | IKEA | December 2016
- IKEA Shopkeeper Programme | IKEA | January 2016
- Sales Space Management | IKEA | March 2015
- Critical Forecast | IKEA | August 2014.

● Achievements:

- Exceeded the 2025 annual sales target of 39M by achieving 40M, with an index of 102%.
- Led the full rebuild of HFB11, optimizing layout and product grouping, achieving 117% sales growth.
- Acted as Project Leader across 3 departments, successfully rebuilding and enhancing sales structures.
- Implemented initiatives in 3 divisions to improve sales performance, space efficiency, and profitability.
- Employee of The Month on February 2017.
- Employee of The Month – Extra Mile Award on January 2016.
- Appreciation Letter During the Self-Serve Bin Planning.

● Hard Skills:

- Sales Management.
- Sales Strategy.
- Business Development.
- CRM Management.
- Sales Operations.
- Budgeting & Financial Oversight.
- Inventory Management.
- Proficiency in Microsoft Office.

● Soft Skills:

- Communication.
- Problem-Solving.
- Attention to Detail.
- Time Management.
- Critical Thinking.
- Negotiation Skills.
- Collaboration and Teamwork.
- Flexibility and Adaptability.

● Languages: Arabic, English.