

Resume

SULAFAH SAIFELDIN ALI MOHAMAD

LAWYER – SALES MANAGER – SHOWROOM MANAGER

-  Riyadh, Saudi Arabia
-  +966538005913
-  Soulafasai9@gmail.com
-  27/2/1990
-  Transferable Iqama
-  Sudanese

OBJECTIVE

Dynamic and results-driven professional with a diverse background in law, sales leadership, and showroom management. Seeking a challenging position where I can leverage my legal expertise, strategic sales acumen, and operational management skills to drive business growth, ensure compliance, and deliver exceptional client and customer service.

EDUCATION

- Al- Zaiem Al-Azhari University – Faculty of Graduate Studies, Sudan* -25/09/2017
 - Master in Law (L.L. M) degree after completing the study by research in the Faculty of Sharia & Law**
- Al- Zaiem Al-Azhari University – Faculty of Sharia & Law, Sudan* -06/10/2011
 - Bachelor in Sharia & Law (L.L. B) (Full Time)** Grade: Excellent

LICENCES

- Republic of Sudan – License to Practice Law** -30/04/2014

EXPERIENCE

- Shelter for Trading and Investment Co. Ltd., Sudan* 01/02/2017-02/2023
 - As Head of Sales Department**
 - _Developed and executed strategic sales plans to achieve company targets and expand customer base 100%
 - _Led and managed a high-performing sales team, including recruitment, training, and performance evaluation.
 - _Established sales targets, and forecasting processes aligned with business goals.
 - _Built and maintained strong relationships with key clients, partners, and stakeholders.
 - _Analyzed market trends and competitors to identify new business opportunities.
 - _Collaborated cross-functionally with marketing, product, and finance teams to align strategies.
 - _Monitored sales metrics and generated detailed reports for executive management.
 - _Drove revenue growth through innovative sales techniques and customer retention initiatives
- Shelter for Trading and Investment Co. Ltd., Sudan* 01/01/2016-01/01/2017
 - As Head of Showroom**
 - _Supervised daily showroom operations to ensure an exceptional customer experience and optimal product presentation.
 - _Led a team of sales representatives, including training, scheduling, and performance evaluation.
 - _Managed inventory levels, display planning, and merchandising strategies to maximize sales.
 - _Coordinated with the sales and logistics departments to meet customer needs and delivery timelines.
 - _Analyzed customer feedback and sales trends to develop targeted marketing and promotional strategies.
 - _Ensured compliance with company policies, safety standards, and visual display guidelines.
- Awad Abu Digin Office, Consultant, Lawyer and Notary of Contracts, Sudan* 30/04/2014-30/10/2016
 - As Lawyer**

- _ Provided legal advice and representation to clients in civil, criminal, or corporate matters 100%.
- _ Drafted, reviewed, and negotiated contracts, legal documents, and agreements.
- _ Conducted legal research and analysis to support case preparation and legal opinions.
- _ Represented clients in court proceedings, arbitration, and mediation.
- _ Ensured compliance with local, national, and international legal regulations.
- _ Advised corporate clients on regulatory issues, risk management, and legal strategy.
- _ Liaised with government agencies, law enforcement, and regulatory bodies.
- _ Maintained case files and documentation in accordance with legal standards and confidentiality laws.

Shelter for Trading and Investment Co. Ltd., Sudan

02/2012-12/2015

As Sales Officer

Howaida Awad Oshi Office, Consultant, Lawyer and Notary of Contracts, Sudan

01/12/2011-01/06/2012

As Office Manager and Secretary:

- _ Managed day-to-day administrative and operational functions of the legal office.
- _ Scheduled client appointments, maintained legal files, and organized case documentation.
- _ Drafted correspondence, legal documents, and managed official records for notarial services.
- _ Acted as the primary liaison between clients, legal consultants, and external partners.
- _ Ensured smooth workflow and timely delivery of legal services through efficient office coordination.
- _ Handled incoming communications, document preparation, and confidential information with professionalism.



INTERNSHIP

- Awad Abu Digin Office, Consultant, Lawyer and Notary of Contracts, Sudan , As Lawyer under Training
01/03/2013 – 01/04/2014



CERTIFICATES

- Republic of Sudan – Law Profession Examination Certificate:
Passed Law Profession Examination -19/02/2013



TRAINING COURSES

- University of Khartoum:
Organizations Management course 13/02/2023 – 26/02/2023
- British Council, Sudan
Intermediate 1 course at level B1.1. 24/09/2017
- British Council, Sudan
Pre-Intermediate 2 course 01 _ 03/2017



SKILLS

- Legal research and analysis,
Drafting and reviewing contracts,
Litigation and courtroom procedures,

- Legal compliance and regulatory knowledge,
Case management,
Contract negotiation,
Legal documentation and notarial services,
Corporate law / Civil law / Criminal law (as applicable),
Due diligence and risk assessment,
Arbitration and mediation.

Critical thinking and problem-solving,
Excellent written and verbal communication,
Negotiation and persuasion,
Attention to detail,

Time management and organization,
Confidentiality and ethical judgment,
Client relationship management
Adaptability and resilience,
Team collaboration and leadership,
Decision-making under pressure



VOLUNTARY WORKS

■ **Al- Zaiem Al- Azhari University – Faculty of Sharia & Law Students’ Association, Sudan** 2009 – 2010

Conducting students’ teaching and explanation of all law studying subjects to all studying batches.

- Explaining for the students the process of pleading in the courts and the division of courts in the country

■ **Al- Zaiem Al – Azhari University – Faculty of Sharia & Law Students’ Association, Sudan** 2009

_Making all necessary communications, data collection and coordination to organize awareness raising campaigns to stands for and educate communities specially women about rape, personal status law and how it came on the women side



LANGUAGES

- Arabic
- English



REFERENCES

Peter Mihany Faheem - Shelter for Trading and Investment Co. Ltd., Sudan

Owner – General Manager

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Sahar Tageldein - Shelter for Trading and Investment Co. Ltd., Sudan

Executive Manager

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