

Mohamed Kamal Mohamed Abdelalim

Phone: 0543928171 – 0502441291 | Email: M.kamal.7775@gmail.com

LinkedIn: <https://linkedin.com/in/mohamedkamal>

Professional Summary

Innovative and results-driven Visual Merchandiser with over 10 years of experience in developing and implementing visual merchandising strategies that enhance customer experience and drive revenue growth. Proficient in creating compelling displays, leading teams, organizing marketing events, and improving in-store navigation. Proven ability to increase sales through strategic planning and creative execution.

Work Experience

Visual Merchandiser

Deraah Perfumes – Saudi Arabia | September 2022 – Present

- - Designed and implemented visual displays aligned with brand identity and marketing strategies.
- - Increased product visibility and sales through effective seasonal displays.
- - Partnered with marketing to create impactful window displays and in-store layouts.
- - Maintained consistent visual standards across multiple store locations.

Visual Merchandiser

Landmark Group (MAX) – Egypt | January 2021– August 2022

- - Enhanced customer engagement with innovative and trend-aligned product displays.
- - Supported seasonal promotions through creative display concepts.
- - Ensured all merchandising adhered to brand guidelines and standards.

Team Leader – Kids Department

Landmark Group (MAX) – Egypt | January 2020 – December 2020

- - Supervised the kids department team and ensured excellent product presentation.
- - Implemented unique display methods that boosted department sales.
- - Conducted training sessions on customer service and merchandising best practices.

Visual Merchandising Supervisor

Al-Nassr Company – Egypt | January 2017 – December 2019

- - Led a team of visual merchandisers, ensuring alignment with company visual standards.
- - Created engaging visual plans that improved store navigation and increased footfall.
- - Organized promotional events that elevated the in-store experience.

Visual Merchandiser

Al-Nassr Company – Egypt | March 2016 – January 2017

- - Developed and executed visual concepts to improve shopper journey.
- - Collaborated with teams to highlight new arrivals and key products.
- - Maintained high visual appeal throughout the store.

Team Leader – Kids Department

Al-Nassr Company – Egypt | September 2014 – March 2016

- - Managed daily operations of the kids section and achieved sales targets.
 - - Guided team members in merchandising techniques and customer handling.
 - - Delivered strong department performance through creative display ideas.
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Education

Commercial Technological College – Egypt

Skills

- - Visual Merchandising Strategy
 - - Store Layout Design
 - - Customer Experience Optimization
 - - Trend Forecasting & Market Adaptation
 - - Event Planning & Execution
 - - Team Leadership & Staff Training
 - - Adobe Creative Suite (Photoshop, Illustrator)
 - - Strong Communication & Interpersonal Skills
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Achievements

- - Boosted sales by 30% through innovative display strategies.
 - - Successfully organized multiple marketing events leading to higher foot traffic.
 - - Redesigned store layouts to improve product flow and customer navigation.
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Languages

- - Arabic: Native
- - English: Advanced