

TAHA SALAHELDIN MOHAMED ALI

OBJECTIVE

Economics graduate (2013) with over 9 years] of experience in sales and data analysis, leveraging tools like Power BI and Tableau to automate reporting and drive data-driven decisions. Strong accounting background enables me to bridge financial insights with business analytics to enhance performance and strategic planning.

EXPERIENCE

Falcon Multi Services - Business Developer / Sales (Saudi Arabia)

JUL 2025 - Dec 2025

- Promoted HSE, oil & gas training programs (IADC, IOSH, IBOEHS) and certification services.
- Generated leads and closed deals with oil & gas companies and contractors.
- Managed client relationships and coordinated training bookings and renewals.
- Supported sales of inspection, auditing, and consultancy services.
- Conducted market research and identified new business opportunities.

FOUTRUNA LTD. - SENIOR SALES EXECUTIVES (SUDAN)

Mar 2019 - Apr 2023

- Led strategic sales plans for logistics services (freight, warehousing, supply chain), negotiating contracts and closing high-value deals.
- Analyzed sales KPIs & trends using CRM/BI tools to optimize strategies and revenue growth.
- Managed RFQ/RFP responses & pricing, ensuring competitive rates and margin targets.
- Forecasted pipeline & grew key accounts via CRM, identifying upsell/cross-sell opportunities.
- Researched market/competitor trends and generated performance reports for leadership.

AIS - FINANCIAL ASSISTANCE (SAUDI ARABIA)

May 2017 - Apr 2019

- Managed the payroll processing for over 200 employees, ensuring accurate calculation and disbursement of basic salary, housing allowance, and transportation allowance.
- Administered the End-of-Service Benefit (EOSB) program, performing all calculations in strict adherence to Saudi Labor Law and ensuring full compliance during employee separation.

CONTACT

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EDUCATION

Bachelor's in Applied Economics - Sudan University of Science and Technology (2013)

General English (Advanced Level 4 - Diploma) - Cambridge Training College, Britain (2012)

SKILLS

- Technical proficiency.
- Digital marketing tools.
- Effective communication.
- Analytical skills.
- Software proficiency.
- Financial analysis.
- Microsoft Office applications.

- Developed the policy and managed the application process for the company's interest-free loan (Qard Hasan) program, providing confidential financial assistance to employees in need.
- Acted as the primary point of contact for all employee inquiries regarding financial benefits, allowances, and company policies.

EXPORT DEVELOPMENT BANK – MARKETING AND OPERATION OFFICER (SUDAN)

Jun 2024 - Jan 2017

- Processed and managed Letters of Credit (LCs), documentary collections, and export financing applications in compliance with UCP 600 and internal policies.
- Served as primary contact for corporate clients for trade finance transactions, providing customer service and resolving inquiries.
- Verified shipping documents and performed documentary compliance checks to mitigate risk and prevent discrepancies.
- Utilized core banking software to process transactions and maintain accurate records for audit trails.
- Collaborated with international correspondent banks to facilitate smooth settlement of transactions.

CUPOLA TELESERVICES – CUSTOMER SERVICE (DUBAI-UAE)

May 2013 - Feb 2014

- Delivered exceptional customer service, achieving a consistent 95%+ satisfaction rating on post-call surveys.
- Efficiently resolved 90%+ of customer issues on the first call, minimizing repeat contacts and improving operational efficiency.
- Expertly handled customer complaints, demonstrating strong conflict resolution and communication skills to de-escalate situations and preserve brand loyalty.
- Quickly adapted to new software and protocols, becoming a proficient and reliable team member within a short timeframe.

