

Mahmoud EL Sayed Gomaa

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SUMMARY

Results-driven sales professional with extensive experience across multi-sales channels, including retail, wholesale, and corporate sales. Proven ability to lead teams, develop strategic initiatives, and solve complex business challenges to drive revenue growth. Adept at market expansion, customer relationship management, and optimizing sales processes for sustained success. Recognized for outstanding performance in sales leadership roles, consistently exceeding targets and fostering high-performing teams.

KEY COMPETENCIES

- Sales & Business Development.
 - Leadership & Team Management.
 - Strategic Planning & Problem-Solving.
 - Customer Relationship Management (CRM).
 - Excellent Communication & Negotiation Skills.
 - Ability to Work Under Pressure in Dynamic Environments.
 - Strong Work Ethic & Adaptability.
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PROFESSIONAL EXPERIENCE

Arma Group for Trading and Marketing, Crystal Division, Arma 1 (2011 - 2025). **Sales Manager (2020 - 2025).**

- Oversaw regional sales operations, expanding market presence and revenue streams.
- Led high-performing teams in achieving sales targets and fostering business growth.
- Developed and executed strategic sales plans to align with company objectives.
- Managed key accounts and large-scale sales initiatives to drive profitability.
- Led and coached sales teams to maximize performance and client satisfaction.

Sales Supervisor (2015 - 2020).

- Led and guided sales teams to enhance workflow efficiency.
- Recognized as the Best Sales Supervisor in Alexandria (2016 & 2019).

Wholesale Sales Representative (2014 - 2015).

- Achieved highest retail sales performance in Alexandria (2014).
- Managed wholesale client accounts, ensuring strong business relationships.

Retail Sales Representative (2011 - 2014).

- Delivered exceptional customer service and maintained strong client relationships.
- Consistently met and exceeded sales targets through effective product promotion.

Egyptian Trading and Marketing Co (2007–2010).

Sales Supervisor (2009 - 2011).

- Led and mentored a sales team, driving performance and achieving sales targets.
- Developed strategic sales initiatives to enhance market reach and revenue growth.
- Built strong client relationships to drive satisfaction and retention.

Wholesale Sales Representative (2008 - 2009).

- Managed bulk sales transactions, ensuring efficiency and profitability.
- Strengthened client relationships to drive repeat business and market growth.
- Negotiated pricing and contracts to optimize revenue and customer satisfaction.

Retail Sales Representative (2007 - 2008).

- Assisted customers with product selection, boosting sales and satisfaction.
- Maintained strong client relationships to drive repeat business.
- Consistently met and exceeded sales targets through effective promotion.

Training & Certifications

- Front Office Skills Development – American Hotel & Lodging Educational Institute.
 - Modern Management Trends – Ministry of Tourism and Hotels.
 - Basics of Business Sales.
 - Problem-Solving Techniques.
 - Criteria for Selection and Promotion.
 - Leadership Skills Development.
 - Strategic Planning & Time Management.
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EDUCATION

Bachelor of Arts in Sociology, Alexandria University, Graduation Year: 2009 | Grade: Good.

LANGUAGE

- Arabic: Native.
- English: Excellent