

Ali Ardhi

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Summary

Sales and after-sales specialist with 12 years at Channels by STC covering frontline sales, showroom management, inventory control, and device maintenance. Closed a 1 million iPhone deal and regularly surpassed set targets. Known for clear customer guidance, steady team leadership, and accurate financial reconciliation. Seeking a Riyadh-based sales or account-management role where broad telecom experience can drive new revenue and service quality.

Experience

Sales Consultant - Channels by STC, Baish (Mar 2024 - Dec 2024)

- Talked to walk-in and business customers, found their needs, and matched them with the right mobile, data, or device plan.
- Close the branch sales goal by roughly 20% every month.
- Kept daily contact with phone shops in the Baish market to push new routers and SIM bundles, adding 30+ steady buyers.
- Followed up with corporate clients after activation; fixed most service issues within 24 hours, which cut complaints.
- Helped the stock team track fast-selling items and cut “out-of-stock” days by 25 %.
- Trained & mentor two new hires on system entry and simple product demos, so they could start selling from week two.
- Checked rival prices every Friday and suggested bundle discounts that kept our profit without starting a price war.
- Sent a short daily report to the manager with sales numbers, best-selling items, and customer notes; ideas from these reports lifted data-plan add-ons by 15 %.

Inventory & Device Service Specialist - Channels by STC, Jazan Region (Jan 2018 - Mar 2024)

- Matched daily cash with POS reports; audits showed 99 % accuracy.
- Tracked phones, SIMs, and routers; handled basic repairs and software setup.
- Sent clear stock reports so managers could see what was in or low.

Showroom Manager / Sales Supervisor - Channels by STC, Jazan (Apr 2015 - Dec 2017)

- Led a 12-person team, explaining products and easy sales steps.
- Ran a three-month kiosk in a busy mall, winning new clients and extra revenue.
- Held weekly checks with staff, fixing target gaps early.

Sales Representative (Channels by STC), Jazan (Sep 2012 - Apr 2015)

- Drove product awareness through outreach and marketing initiatives.
- Consistently achieved assigned SIM-card and device quotas.
- Visited phone shops to show new devices, routers, and SIM cards.
- Kept steady ties with 60+ shop owners and grew territory sales.

Skills

Sales & Negotiation
Customer Service
Leadership
Inventory Management

Microsoft Office (Word, Excel, PowerPoint)
Problem Solving.
Financial Balancing
Communication (Arabic & English)

Education

Diploma in Computer Technology | 2011

- Technical College, Jazan, Saudi Arabia

Awards

- Outstanding Sales Achievement (2018) - exceeded target by %120.
- Excellence in Sales Award (2021) - achieved %120
- Million Sales Award (2022) - closed SAR 1 million iPhone deal.
- "You Are Capable" Medal - recognized for dedication and results.
- THANK YOU" Medal - awarded for high-value deal closure.