



C.V

PERSONAL INFORMATION:

Name : Mohamed Lotfy
PHONE: 0541430156
EMAIL : Lotfy5865@gmail.com
Nationality: Egyptian
Date of birth: 1989
Driving licenses: valid Egyptian / Saudi driving licenses
Marital status: Single

EDUCATION:

- Bachelor degree ,
- Graduation year: 2010

COURSES SUMMARY :

- ICDL at IBM Center branch, Egypt.
- Peachtree program at the International group center , Egypt branch

SKILLS & COMPUTER :

- Marketing & Key Account Management & Customer Relationship & Business Strategy
- Finance & Team work & Communication & Forecasting
- Business Planning & Business Development & Leadership
- Microsoft office word , excel , power point & Windows & Internet and web browsing

SPECIAL SKILLS & CAPABILITIES :

- Able to work on own initiative or as part of a team
- Can deal with administrative duties competently
- Ability to work under pressure
- Excellent communication skills
- Experience in work at B2B and B2C

LANGUAGES:

- **Arabic: Native language**
- **English: professional working proficiency**

Previous experience:

Company: The Batterjee Company.

Position: Sales Representative (Retail & Key Account)

Duration: 18- 4 -2015 - till now

Location: WEST Regional – (Medina &Yanbau)

Job description:

Act as the focal point between **The Batterjee Company** and the customers in regards to payment follow-up, contracting, marketing activities, promotions....etc. in order to achieve the company targets while communicating the market dynamic and maintaining the customers engagement.

Accountabilities:

Contracting & payment:

- Prepare and send the trade spend to the trade marketing team to ensure timely payment to the customers
- Attain the customers signature to the annual contract BDA (Business Development Agreement) through negotiation and follow-up in order to achieve the targets (sales, marketing activities....etc.) then to be communicated to the concerned departments

Sales & marketing operations:

- Manage the daily sales operations through, cascading the sales target for the sales representatives, collaboration with the sales and customer management teams to ensure smooth operation
- Communicate properly the promotions designed by the marketing team to the customers through discussions and explanations in order to facilitate the promotions process as per the marketing guidelines

Customers' engagement & market dynamics:

- Establish and maintain strong relationship with the customer through gathering feedback, conducting visits...etc. to ensure customers' engagement

Company: Arma Group - Field Sales Representative – (Whole Sale)

Duration JAN 2013–TO - JAN - 2015

Location: CAIRO

Job description:

- Creating an enthusiastic and successful sales environment focusing on thinking outside the box and challenging the norm in business.
- directing strategies for success and driving sales plans

- Handling 55 Accounts.
- Building and developing strong business relationships with new and existing customers.
- Follow up product movement.
- Follow up with the All Customers to achieve daily target in order to achieve the monthly target.
- Negotiating sales contracts and marketing strategies with my managers.
- Increasing sales and distribution of new and existing product.
- Managing budgets and new implementations.
- Managing large corporate accounts at a national level.
- Work on both ways numeric and weighted distribution and Scan for new customers.
- Acting as a contact between a company and its existing and potential markets in order to make the best deal to the both sides.

Company: RASHDEEN (EGYPT FOODS) – Food & Beverage Division
Position: Traditional trade sales representative (Cash van)
Duration: JAN 2010 - JAN 2013
Location: CAIRO

Job description:

- Handling 376 customers **biweekly** - 35 customers per day.
- Build effective relationship with customers in order to build strong loyalty.
- Follow up product movement and shelf life.
- Be careful to visit customers in specific time and day.
- Exploiting any available activities to increase my sales.
- Work on both ways numeric and weighted distribution.
- Scan for new customers.