

# MUHAMMAD AHMAD MUHAMMAD ASIRI

---

**Address:** Al-Areen District, Abha, Saudi Arabia  
**Phone:** 0503741090 / 0536608590  
**National ID:** 1019919933  
**Email:** [mohdasyari2@gmail.com](mailto:mohdasyari2@gmail.com)

## Objective

---

Results-driven professional with extensive experience in sales, customer service, and operations management. Seeking a challenging position that allows for continuous growth and the application of advanced marketing, sales, and team leadership skills to enhance organizational performance and exceed business targets.

## Education

---

### Higher Diploma in Marketing

- King Khalid University – Community College, Jazan
- Graduation Year: 1425 H | Grade: Good (High)

## Academic Projects

---

### Branch Manager – Saudi Ceramic Company | May 2005 – November 2023 (18+ years)

- Supervised daily operations of the exhibition branch, ensuring high levels of customer satisfaction.
- Managed sales targets and KPIs, achieving consistent revenue growth.
- Trained and developed sales staff to improve performance and product knowledge.
- Coordinated with supply chain and warehouse teams for product availability and display.

### Customer Service Representative – Riyadh Bank | April 2003 – June 2003 (3 months)

- Handled customer inquiries and provided accurate banking information.
- Supported account opening procedures and banking transactions.
- Resolved customer complaints in a professional and timely manner, Promoted bank products and services based on client needs.
- Ensured compliance with internal policies and banking regulations.

### Field Trainee – Saudi Telecom Company (STC) | April 2004 – October 2004 (3 months)

- Participated in hands-on training within sales and customer service departments.
- Assisted in documenting service requests and technical support issues.
- Learned customer communication strategies and complaint resolution.
- Supported the marketing department in field campaigns, Attended internal seminars on telecommunications systems.

### Operations Coordinator – Saeed Mashhat Contracting Co. | January 2001 – September 2005 (4 years)

- Managed site-level logistics, resources, and daily workforce assignments.
- Oversaw inventory control and procurement processes.
- Coordinated between departments to ensure timely project delivery.
- Ensured compliance with health and safety regulations, Maintained project documentation and records.

## **Sales Supervisor – Wael Ahmed Mushat Foundation | January 2024 – September 2024**

- Led a team of sales associates in achieving daily sales targets, Conducted market analysis to identify customer trends and preferences.
- Ensured excellent customer experience through service quality control.
- Monitored inventory and arranged merchandising displays.
- Provided training on new products and company policies.

## **Training & Certifications**

---

- Sales Ethics Course – 2005
- Sales Development Skills – 2008
- Japanese Kaizen Strategy – 2017
- Company Product Training (Sanitary, Tiles, Heaters) – 2017
- Cross-Departmental Workshop (Retail, Finance, HR, Warehousing, Sales) – 2017
- Advanced Sales Course – 2019
- Professional Job Search Techniques – Jan 2024
- Excel Spreadsheet Program – 6 Hours
- Professional Interview Techniques – 3 Hours
- Career Development Strategies – 1 Hour
- Exhibition and Conference Management – 2 Hours

## **Key Skills**

---

- Sales Strategy & Forecasting
- Team Leadership & Training
- Customer Relationship Management (CRM)
- Operations Coordination
- Problem Solving & Decision Making
- Stress Management & Conflict Resolution
- Digital & Automated Accounting Systems
- Quick Adaptation & Continuous Learning

## **Languages**

---

- Arabic: Native
- English – Proficient