

# MUTAZ EL MAHDI

## PROFESSIONAL SUMMARY

Marketing and Sales Specialist with over 9 years of experience in the Saudi Arabian market. Proven expertise in B2B sales strategy, lead generation, and client acquisition. Successful in analyzing market trends and managing key accounts to achieve significant revenue growth. Technical background in Communication Engineering supports effective marketing of technical solutions.

## LANGUAGES

**Arabic** Native

English

B1

Intermediate

## EXPERIENCE

**Marketing & Sales Specialist, 01/2016 to current**

**AL RAED AL ARABI CO. - Riyadh, Saudi Arabia**

- Developed and implemented sales strategies contributing to revenue growth.
- Managed B2B corporate accounts and maintained long-term client relationships.
- Led negotiations and secured long-term contracts.
- Conducted market research and competitor analysis.
- Prepared sales forecasts and performance reports.

**Marketing Coordinator, 04/2013 to 10/2013**

**PLAN INTEGRATED SOLUTIONS CO. LTD - Khartoum, Sudan**

- Coordinated international exhibitions to showcase innovative designs and foster global partnerships.
- Coordinated and executed promotional campaigns and logistics to enhance brand visibility and engagement.

**Marketing Executive, 02/2012 to 03/2013**

**FAIMON INVESTMENT CO. LTD - Khartoum, Sudan**

- Planned conferences and exhibitions.
- Provided marketing consultancy and advertising campaigns.

## CONTACT

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## SKILLS

- Lead generation and sales strategy  
Revenue growth and client acquisition  
Sales analysis and forecasting
- Research and analysis  
Positioning strategies  
Campaign execution  
Management techniques
- Negotiation strategies  
Building relationships  
Effective public speaking  
Presentation techniques
- Sales strategy development  
Market analysis and reporting
- Direct sales proficiency
- Product sales
- Client engagement strategies
- Customer care

## EDUCATION

## **TRAINING**

### **Field Service Division Training: Civil Aviation Authority (Khartoum International Airport) - Sudan**

- Technical Expertise: Navigation Equipment (VOR, DME, ILS)
- Communication Systems (VHF, HF, VSAT)
- Security Systems (CCTV, X-Ray)

### **Ministry of Council of Ministers - Central Bureau of Statistics - Sudan**

- Engineering and Operation of Telecommunications
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