

Ali Elsayed Ahmed Ahmed Elsayed

Visual Merchandising Supervisor

Riyadh, Saudi Arabia

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Professional Summary

Visual Merchandising Supervisor with over 6 years of experience in visual merchandising and sales. Specialized in supervising promotional campaigns and implementing brand identity within retail stores. Strong experience in leading field teams, improving customer experience, and preparing periodic performance reports.

Professional Experience

- **Visual Merchandising Supervisor – Deraah Trading Company (2023 – Present)**
 - Supervised promotional materials and ensured proper implementation across branches.
 - Monitored product movement and display points to achieve optimal visibility.
 - Enhanced customer experience inside stores through organized layouts.
 - Coordinated internal visual displays to maximize aesthetic appeal.
 - Created alternative display solutions during material shortages or event adjustments.
 - Led teams in organizing special events and seasonal campaigns professionally.
 - Provided continuous feedback to the marketing team to improve promotional plans.
 - Collaborated with sales teams to ensure alignment with quality standards.
- **Visual Merchandising Coordinator – Deraah Trading Company (2022 – 2023)**
 - Implemented visual merchandising plans and display standards within branches.
 - Ensured compliance with unified brand identity across all stores.
 - Contributed to the creation of seasonal and promotional visual concepts.
 - Prepared visual performance reports to evaluate campaign effectiveness.
 - Collaborated with marketing and sales teams to enhance promotional impact.
- **Visual Merchandising Coordinator – Bladis International Food Industries (2019 – 2022)**
 - Organized promotional displays within stores in line with the company's brand identity.
 - Designed and executed visual merchandising plans according to company policies.
 - Prepared performance and sales reports based on promotional results.
 - Monitored stock levels and coordinated with sales teams to ensure readiness.
 - Developed new display concepts to boost sales and improve customer engagement.

- **Sales Representative – Bladis International Food Industries (2017 – 2019)**

- Planned and managed daily client visits according to set schedules.
- Followed up on sales orders and ensured timely product deliveries.
- Built strong client relationships to expand sales volume.
- Achieved monthly and quarterly sales targets.
- Prepared regular market performance reports and customer insights.

Education

Bachelor's Degree in Fundamentals of Religion and Islamic Culture – Al-Azhar University – 2017

Skills

- Field team leadership and staff training
- Brand identity implementation and visual development
- Performance reporting and data analysis
- Excellent communication and customer service skills
- Creativity and innovation in visual merchandising
- Proficiency in Microsoft Office
- I have a valid driver's license