

# MOHAMED HASHIM MOHAMED ALI

Riyadh, Riyadh

+966 534131886  
moom92@gmail.com

## Summary

Proactive and performance-driven administrative professional with extensive experience in sales, marketing, and operations. Demonstrated success in increasing revenue, streamlining workflows, and supporting management in achieving strategic goals. Eager to contribute skills in business development, customer relations, and cross-functional coordination to drive organizational growth. Organized Administrative Assistant with knack for streamlining office operations and enhancing productivity. Demonstrates strong communication skills and excels in managing schedules, coordinating meetings, and handling correspondence. Brings proactive approach to problem-solving, ensuring smooth daily operations and contributing to team success. Skilled in utilizing office software and maintaining meticulous records, fostering organized work environment.

## Experience

**Eastern Region Sales Manager**, 01/2024 - Current

**Sidal WPC Windows & Doors** - riyadh, Riyadh , Saudi Arabia

- Increased monthly sales from SAR 500,000 to SAR 3,000,000.
- Provided cross-departmental consulting to optimise operations.
- Expanded key client accounts and improved client retention.
- Utilised CRM systems for lead and conversion tracking.
- Built exceptional customer satisfaction by delivering friendly service.
- Achieved company targets by implementing successful sales strategies.
- Resolved customer issues and complaints with quick-thinking problem-solving.
- Maintained productive relationships with existing customers through exceptional follow-up after sales.
- Cultivated strong client relationships, leading to a 20% increase in repeat business within one year.
- Led cross-functional initiatives to streamline processes and reduce costs, contributing to a 10% reduction in operational expenses.

**Operations Manager**, 05/2021 - 05/2024

**ABRAJ ONE** - khartoum, sudan

- Directed staff recruitment and training, building a highly skilled and motivated operations team.
- Reviewed and revised operational policies, aligning procedures with best practices and regulatory requirements.
- Led operations team in daily tasks, optimising workflow and increasing efficiency by 20%.
- Managed budgets and financial planning, achieving cost savings without compromising on quality.
- Analysed performance data to identify trends, making strategic decisions to boost operational success.
- Developed and enforced health and safety protocols, ensuring a safe workplace environment.
- Optimised resource allocation, ensuring maximum productivity and minimal downtime.
- Fostered strong relationships with key stakeholders, including suppliers and clients, to support business objectives.
- Conducted risk assessments, mitigating potential issues before they impacted business operations.
- Streamlined logistics and supply chain management, enhancing delivery times and customer satisfaction.
- Set up business contracts, obtained signatures and processed paperwork.
- Drove company growth with proactive mindset and results-oriented plans for business operations.
- Coordinated with suppliers to negotiate contracts, securing better terms and improving profit margins.
- Sourced vendors and suppliers for business needs and negotiated terms for optimum service delivery.
- Supervised supply purchases, management and tracking in line with budgetary requirements.
- Set accurate budgets based on historical data and forecasted trends to keep operations financially sound.
- Monitored market trends to adapt strategies, keeping the company competitive in a dynamic industry.
- Turned corporate mandates into actionable directives for mid- and low-level staff.
- Monitored staff performance and developed improvement plans.

**Director of Public Relations**, 01/2018 - 01/2024

## **AIMNZOR ALBAEID Company for Multiple Activities - khartoum, sudan**

- Forged strategic partnerships aligned with business goals.
- Represented the company at governmental and industry-level events.
- Acted as a liaison between board directives and stakeholders.
- Developed communication and public relations strategies based on company principles.
- Provided expert PR advice to senior management, influencing decision-making and strategic direction.
- Supervised administrative teams supporting advertising and PR staff.
- Worked collaboratively with clients to create innovative, engaging campaigns to achieve objectives.

## **Branch Manager / General Store Supervisor, 01/2019 - 01/2022**

### **Private Business Company - khartoum, sudan**

- Supervised wholesale purchasing and retail operations.
- Enhanced inventory control and customer satisfaction.
- Coordinated in-store sales and marketing initiatives.
- Managed daily operations within the branch, overseeing staff performance and customer service standards.
- Facilitated effective communication between branch staff and upper management, reporting on performance metrics and operational challenges.
- Tracked organizational performance against objectives and revamped strategies to better meet targets.
- Leveraged financial data and forecasts to set clear operating budgets.

## **Sales & Purchasing Officer, 01/2017 - 01/2019**

### **Al Salam Store for Food Supplies - Al Baha, Saudi Arabia**

- Managed vendor negotiations and procurement of goods.
- Tracked KPIs and optimised team productivity.
- Improved customer service and product availability.
- Collaborated with departments to forecast demand and plan purchases accordingly.
- Directed daily operations to achieve maximum efficiency and productivity.
- Maintained clear, up-to-date purchasing documentation for reliable, comprehensive supply-chain records.
- Managed supplier audits to assess compliance with company policies and regulations.
- Liaised effectively between project leads and supporting teams to deliver smooth-running, cost-efficient procurement solutions.
- Led cross-functional teams in supplier selection processes to optimise procurement strategy.
- Carefully managed team performance and resource levels, consistently achieving against KPI targets.

## **Skills**

- Sales and Marketing
- Business Development
- Operations Supervision
- Inventory Management
- CRM and ERP systems
- Government Liaison
- Project Management
- Administrative Support
- Time management
- Leadership
- Effective communication
- Team Coordination
- Critical thinking
- Vendor management
- Procurement planning
- Customer Retention Strategies
- Customer relationship management
- Sales strategy implementation
- Operational efficiency
- Performance analysis
- CRM systems utilization
- Problem solving
- Team leadership
- Customer service excellence
- Technical troubleshooting
- Risk Management
- Time efficiency
- Sales training
- Public speaking
- Product launch expertise
- Risk assessment
- Business development
- Account management
- New product development
- Microsoft office suite mastery
- Business proposal reviews
- Customer acquisition
- Competitive intelligence
- New account development
- Market networking
- Bid writing
- Competitive and trend analysis

## Training & Certifications

Professional Projects Management PMP - Preparation Course, IBS Training Academy, 36 Hours, 2023-11-15

## Education

**01/2018 Sudan International University - Khartoum**

**Bachelor's Degree** Business Administration

Completed a comprehensive Bachelor's degree in Business Administration at Sudan International University, Khartoum. The programme focused on key business areas including strategic management, marketing, organisational behaviour, and financial analysis

Graduated in January 2018 with strong academic standing and hands-on project experience. Developed solid leadership, communication, and problem-solving skills through case studies, group work, and business simulations

Notable Coursework:

- Strategic Management
- Financial Accounting
- Marketing Principles
- Human Resource Management
- Business Communication
- Operations Management

## Key Achievements

- Tripled regional sales in under 6 months (SAR 500K to SAR 3M).
- Built partnerships with both government and private sector entities.
- Reduced inventory turnover time by 20%.
- Improved cross-departmental workflow efficiency.
- Recognized for outstanding team leadership.

## Custom Section

- Procurement Manager
- Sales Manager
- Operations Manager

## Languages

**Arabic:** C2



Proficient

**English:** C1



Advanced

**Afrikaans:** C1



Advanced

## Hobbies and interests

Passionate about process improvement and business development. I enjoy reading about leadership, analyzing workflows, hiking to refresh the mind, and engaging in strategic discussions