

Mostafa Mohamed Hamdy Abd El Hamed

Corporate Sales and Marketing Specialist

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Professional Summary

Dynamic and results-driven Corporate Sales and Marketing Specialist with over a decade of experience in internal and external sales across diverse industries, including telecommunications, retail, and consumer goods. Proven track record in building strong client relationships, driving revenue growth, and managing B2B sales operations. Adept at blending traditional and digital marketing strategies to achieve organizational objectives. Bilingual in English and Arabic, with excellent communication and negotiation skills. Seeking to leverage expertise in corporate sales and marketing for strategic growth opportunities.

Key Skills

- Sales Expertise: B2B and B2C Sales, Internal and External Sales, Relationship Management
- Marketing Proficiency: Digital Marketing, Promotions, Social Media Campaigns, Visual Merchandising
- Industry Knowledge: FMCG, Consumer Goods, Furniture, Cosmetics, Telecommunications
- Technical Skills: CRM Tools, Data Analysis, Sales Reporting, Microsoft Office Suite
- Communication: Client Acquisition, Negotiation, Cross-Selling and Upselling, Team Collaboration

Professional Experience

Corporate Sales Specialist May 2018 – Present
Etisalat Misr CompanyEgypt

- Managed a portfolio of over 120 corporate clients, delivering tailored telecommunication solutions to small and medium-sized enterprises (SMEs).
- Secured 25 new corporate accounts annually through strategic marketing initiatives and personalized client consultations.
- Exceeded annual sales targets by generating an additional EGP 3,000,000 in revenue year-on-year.

Promoter – External Sales January 2018 – May 2018
Al-Owaid Bee Products CompanyKuwait

- Successfully introduced premium natural products to over 50 retail and wholesale clients, expanding market presence in the region.
- Organized and executed two major product launches, attracting more than 200 potential buyers per event.
- Achieved a monthly revenue increase of KWD 300,000 through targeted promotional campaigns.

Internal Sales Officer 2013 – 2018
Mecca Decorations & Architectural SuppliesEgypt

- Provided expert guidance to over 300 clients annually on architectural and decorative products, resulting in increased client retention.
- Improved inventory accuracy by reducing discrepancies in stock levels by 40 items per quarter.
- Boosted sales revenue by EGP 1,500,000 annually through effective upselling and product bundling strategies.

Professional Experience (Continued)

Internal Sales Specialist 2011 – 2013

Al-Ghatmi Furniture Mall Egypt

- Assisted over 150 clients monthly in selecting high-quality furniture, increasing average transaction value by EGP 6,000 per purchase.
- Developed and implemented promotional layouts that drove a rise in in-store foot traffic.
- Partnered with the marketing team to launch seasonal campaigns, contributing to an annual revenue growth of EGP 900,000.

Sales Representative January 2009 – October 2011

Classic Clothing Company Egypt

- Persuaded over 100 customers weekly to purchase high-value products through compelling demonstrations.
- Redesigned product displays across 3 store branches to align with seasonal trends, enhancing customer engagement.
- Increased monthly sales by EGP 150,000 through effective cross-selling and promotional strategies.

Cosmetics Sales Associate 2008 – 2009

Cosmetics Company Egypt

- Organized and maintained displays for over 200 cosmetic products, ensuring an appealing shopping environment.
- Collaborated with the marketing team to design promotional banners, leading to a monthly sales increase of EGP 90,000.
- Enhanced customer satisfaction ratings through personalized recommendations and professional customer interactions.

Education

Bachelor's Degree in Specific Education

El Menufya University, Egypt

2004 – 2008

Specialization: Educational Technology and Pedagogy

Achievement: Graduated with a "Good" general rating

Languages

- English: Professional Proficiency
- Arabic: Native Speaker

Additional Information

- Strong familiarity with digital marketing and social media strategies, including campaign management.
- Proven ability to adapt sales techniques to suit diverse industries and client needs.
- Available for immediate relocation and remote opportunities.