

# ALI FAROUK FAROUK MOHAMED

## BUSINESS DEVELOPMENT SPECIALIST

Al-Mokattam, Cairo, Egypt | [alifarokfarok88@gmail.com](mailto:alifarokfarok88@gmail.com) | +201115866029



### SUMMARY

Business Development Specialist with over 5 years of experience in sales, client relationship management, and market expansion across automotive, fitness, and packaging industries. Proven track record in lead generation, proposal development, and CRM-driven pipeline management. Skilled in strategic planning, B2B sales, and negotiation. Adept at driving revenue growth and improving customer retention through data-driven strategies.

### EDUCATION

#### Bachelor's Degree in Media – Radio and Television

Sep 2018 - Aug 2022

Modern University for Technology and Information (MTI), Cairo, Egypt

### PROFESSIONAL EXPERIENCE

#### BUSINESS DEVELOPMENT SPECIALIST, AUTOMOTIVE SALES

Jul 2025 – Present

El Hoot Motors, Nasr City, Egypt

- Execute advanced Lead Generation strategies, including targeted cold calling and digital campaigns, resulting in a consistent 20% growth in the initial sales pipeline monthly.
- Manage end-to-end client engagement and meticulously track all activities, pipeline status, and customer interactions using the CRM System (e.g., Salesforce/HubSpot).
- Conduct initial Discovery Calls with prospects to qualify opportunities based on needs, ensuring high-quality B2B sales hand-offs to the Account Management team.
- Consistently exceed monthly and quarterly Quotas for generating qualified leads and initial client meetings, maintaining strong Business Acumen in luxury automotive sales.

#### AUTOMOTIVE SALES CONSULTANT

Jan 2025 – Jun 2025

Garage 90 Cars, Fifth Settlement, Egypt

- Achieved 110% of monthly sales targets by leveraging strong Negotiation skills and providing transparent, customized sales offers to private and commercial buyers.
- Conducted in-depth Market Research and competitor analysis to align pricing strategies and effectively position the company's value proposition.
- Nurtured strong initial Client Relationships and acted as a primary point of contact, ensuring high customer satisfaction during the sales cycle.
- Provided accurate Weekly Reporting on sales performance, conversion rates, and the effectiveness of outreach methods to management.

#### Business Development Executive, Automotive Sales

Jul 2023 - Oct 2024

El-Leithy Auto Showroom, Cairo, Egypt

- Researched and identified new business opportunities in the automotive sector, generating qualified leads through cold calling, referrals, and social media.
- Built and maintained strong client relationships, leading to increased repeat business and customer satisfaction.
- Delivered tailored sales proposals and negotiated deals, supporting the closing of over 100 successful transactions.
- Utilized CRM tools to manage the sales pipeline, track follow-ups, and generate performance reports.

#### Fitness Center Owner / Operations Manager

Jun 2022 - Jun 2023

Self-Owned Gym, Cairo, Egypt

- Developed and executed marketing strategies to attract and retain customers, increasing membership by 40% in the first year.
- Managed client relationships, personalized service offerings, and responded to customer feedback to improve retention.
- Conducted market analysis to identify local trends and optimize service delivery.
- Tracked KPIs and customer engagement using digital tools to drive business growth.

## Factory Manager

2019 - 2023

Food Factory Manager

- Managed operational and technical processes to ensure production quality and operational efficiency in the factory.
- Developed and implemented strategies to improve production and reduce costs, contributing to increased profitability and achieving quality objectives.
- Supervised teams to ensure compliance with health and safety standards.
- Coordinated between departments to streamline workflow and ensure quick responses to operational changes.

## Executive Director, Food Packaging & Distribution

2019 - 2023

Food Packaging Company, Cairo, Egypt

- Managed executive and supervisory operations to ensure continuous production quality and operational efficiency across all packaging lines.
- Reduced downtime by 25% through the implementation of process improvement strategies and optimization of schedules.
- Oversaw a 15% reduction in packaging waste by analyzing data and conducting advanced training for the team.
- Ensured data accuracy and updated daily reports related to Key Performance Indicators (KPIs) to enhance production effectiveness and service quality.

## Independent Car Trader

2019 - 2022

Freelance, Cairo, Egypt

- Prospected and qualified clients for vehicle purchases, utilizing pricing strategies based on competitor analysis and market research.
- Maintained a high conversion rate through strong negotiation skills and customized offers.
- Built long-term client relationships by providing transparent service and post-sale support.
- Monitored and analyzed sales performance and trends to improve future deal strategies.

## Real Estate Consultant

Real Estate Company

- Worked in the real estate sector for a period of 4 to 6 months.
- Provided consultation to clients regarding buying, selling, and renting properties.
- Analyzed the real estate market and offered investment advice based on current data and trends.
- Assisted clients with legal and administrative procedures related to properties.

## ACHIEVEMENTS

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- **Increased Membership Growth:** Grew gym membership by 40% within the first year through targeted marketing campaigns and local outreach.
- **Client Retention Success:** Improved client retention rates by 30% through personalized fitness programs and exceptional customer service.
- **Revenue Boost in Sales:** Generated consistent profits by completing over 150 successful car sales, achieving an average 20% increase in annual revenue.
- **Cost Optimization:** Reduced packaging waste by 15% and cut downtime by 25% in food production processes, enhancing operational efficiency.
- **Event Organization:** Organized community fitness events, attracting over 200 participants and increasing gym visibility and membership sign-ups.

## SKILLS

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### Technical Skills

- Business Development
- Lead Generation & Prospecting
- CRM Tools (Salesforce, HubSpot, Zoho)
- Market Research & Data Analysis
- Proposal Writing & Bid Preparation
- B2B Sales & Strategic Planning
- Microsoft Office (Word, Excel, PowerPoint) & Sales Pipeline Management
- Email Campaigns & Cold Calling

**Soft Skills**

- Communication
- Negotiation
- Client Relationship Management
- Time Management
- Problem-Solving
- Team Leadership
- Adaptability
- Organization
- Interpersonal Skills
- Proactive Thinking

**LANGUAGES**

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- **Arabic:** Native
- **English:** Intermediate