



YAHEA TAHA

Sales Executive

CONTACT

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DOHA - QATAR

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SKILLS

- Client relationship
- Strategic planning
- Market research
- Communications
- Problem-solving
- Presentation
- AutoCAD
- 3DMax, Vray
- MS-Office

LANGUAGE

ENGLISH ■■■■■■

ARABIC ■■■■■■

Summary

Dynamic Sales and Marketing Professional with Nearly 20 Years of Experience

A seasoned sales and marketing expert with almost two decades of experience across diverse industries including construction, sanitary ware, and interior design. Proven track record in strategic leadership, client relationship management, and achieving significant revenue growth. Known for driving organizational success through innovative strategies, exceptional team leadership, and a relentless commitment to excellence. Proficient in project management, financial oversight, and regulatory compliance, with strong skills in communication, problem-solving, and technology. Adept at working under pressure and consistently exceeding performance goals.

Objective

To secure a senior sales and marketing management position where I can apply my extensive experience in strategic leadership, client relationship management, and project oversight. I aim to drive revenue growth and operational excellence within a dynamic organization. By leveraging my skills in financial management, regulatory compliance, and team leadership, I seek to contribute to the achievement of the company's strategic goals and long-term success. My objective is to foster a culture of innovation, efficiency, and customer satisfaction, ultimately enhancing the company's market position and profitability.

EDUCATION

High School

Aleppo, Syria

Courses in Sales Management & Marketing

Courses in Interior Design

Courses in Graphics Design

WORKS EXPERIENCE

ALKEFAH CONTRACTING - Doha, Qatar 2021-Present Sales Manager

Results-driven and accomplished professional with 4 years of experience in the construction industry. proven track record of successful leadership and strategic management as Sales Manager at ALKEFAH CONTRACTING. Adept at overseeing complex projects, cultivating client relationships, and driving organizational growth.

Key Skills

Strategic Leadership: Proven ability to develop and execute business strategies that drive growth and profitability.

Project Management: Extensive experience in managing large-scale construction projects from initiation to completion.

Client Relationship Management: Skilled in building and maintaining strong client relationships to ensure customer satisfaction and repeat business.

Team Leadership: Demonstrated success in leading and motivating cross-functional teams to achieve project goals.

Financial Management: Strong financial acumen, including budgeting, forecasting, and cost control.

Regulatory Compliance: In-depth knowledge of industry regulations, ensuring adherence to legal and safety standards.

Contract Negotiation: Proficient in negotiating contracts and agreements to achieve favorable terms for the organization.

Professional Experience

Led the overall strategic direction and growth initiatives, resulting in a 75% increase in revenue within the first year. Oversaw the successful completion of major construction projects, ensuring adherence to timelines and budget constraints.

Implemented cost-saving measures, optimizing operational efficiency and improving the company's profit margin by 100%.

Developed and maintained strong relationships with key clients, resulting in 100% increase in client satisfaction and repeat business.

Strategic Dealer Development:

Successfully promoted Sanilux Sanitary ware to both existing and potential dealers within the designated area. Appointed new dealers in accordance with company rules and regulations, expanding the company's market presence.

Relationship Management:

Cultivated and maintained strong relationships with dealers and their staff, ensuring a positive and collaborative working environment.

Sales Operations:

Proactively visited dealers to secure orders and monitor stock levels, optimizing product availability and demand forecasting. Achieved and exceeded payment collection targets, contributing to the company's financial success.

Marketing and Presentation:

Conducted impactful presentations and product demonstrations to enhance product awareness and drive sales.

Participated in sales exhibitions and trade shows to showcase Sanilux Sanitary ware, effectively promoting the brand.

Reporting and Forecasting:

Regularly reported to the sales manager, providing insights into market trends and forecasting to meet and exceed sales targets.

Utilized effective budgeting strategies to optimize resource allocation and maximize returns.

Innovative Contribution:

Identified opportunities for product improvements, contributing to the continuous enhancement of the product line.

Explored and pursued new business opportunities, expanding the company's market reach.

Collaborative Teamwork:

Worked collaboratively as part of the sales team, engaging with top-level and middlelevel management to contribute to the overall goals and objectives of the company.

KHALID CORPORATION - Doha, Qatar
Projects Sales Executive

2016-2017

Promoting KOHLER Sanitary ware to Existing and potential Dealers in the area.
Appointing New Dealers as per company rules & regulations.
Maintain good relationship with dealers and their staff.
Visiting dealers to get orders and to check stock levels.
Collecting payments without any delays and meet company targets.
Conducting presentations and products demonstrations.
Attending Sales, exhibitions and other trade shows.
Reporting to the sales manager about meeting the sales targets of the company through forecasting the current market and through effective budgeting.
Identifies product improvements and new business opportunities.
Working as part of the sales team with Top level and Middle level management where each one contributes the best possible way and work towards the goals and objectives of the company.

Memar International for Interior Design
Doha, Qatar
Assistant Manager

2015-2016

Project Management:

Led and coordinated interior design and decoration projects from concept to completion, ensuring adherence to quality standards and client specifications.

Team Leadership:

Supervised and motivated a team of professionals, fostering a collaborative and innovative work environment.
Successfully delegated tasks and responsibilities to achieve project milestones efficiently.

Client Relationship Management:

Cultivated and maintained strong client relationships, addressing inquiries and ensuring customer satisfaction throughout the project lifecycle.

Budget Oversight:

Played a key role in budget management, optimizing resource allocation and ensuring cost-effective project delivery.

Design Innovation:

Contributed to design innovation by staying abreast of industry trends and incorporating creative solutions into projects.
Introduced new design concepts and materials to enhance the overall aesthetic appeal of projects.

Vendor and Supplier Collaboration:

Established and maintained partnerships with vendors and suppliers, negotiating favorable terms to streamline procurement processes.

Quality Control:

Implemented rigorous quality control measures to guarantee the delivery of highquality interior design solutions, exceeding client expectations.

Project Documentation:

Developed comprehensive project documentation, including plans, schedules, and progress reports, ensuring transparency and accountability.

Business Development:

Played a pivotal role in business development by actively participating in client meetings, presentations, and proposal development.

Training and Development:

Facilitated training sessions for team members, ensuring continuous skill development and knowledge enhancement.

MAJALES DECORATION - Doha, Qatar
Sales Manager

2014-2015

Sales Leadership:

Spearheaded the sales team, consistently exceeding revenue targets and contributing to the company's overall growth. Implemented effective sales strategies to maximize market penetration and increase sales volume.

Client Acquisition and Relationship Management:

Successfully acquired new clients through strategic prospecting, networking, and relationship-building. Cultivated and maintained strong relationships with existing clients, ensuring client satisfaction and repeat business.

Team Development:

Provided leadership and mentorship to the sales team, fostering a high-performance culture and ensuring continuous professional development. Conducted regular training sessions to enhance the team's product knowledge and sales skills.

Market Analysis and Strategy:

Conducted in-depth market analysis to identify opportunities for business expansion and product positioning. Developed and executed effective sales strategies aligned with market trends and customer needs.

Key Account Management:

Managed key accounts, ensuring personalized attention and addressing specific client requirements. Negotiated and closed high-value contracts, contributing significantly to the company's revenue stream.

Sales Process Optimization:

Streamlined and optimized the sales process, implementing efficient CRM systems and sales tools. Introduced data-driven approaches for better forecasting, reporting, and decisionmaking.

Cross-functional Collaboration:

Collaborated with marketing, operations, and finance teams to ensure seamless coordination and alignment of business objectives. Contributed to the development of promotional materials and campaigns to enhance sales efforts.

Achievements:

Exceeded annual sales targets by 95% during the 2015 fiscal year. Successfully launched and marketed Interior Design Services, resulting in a 95% increase in sales within 2014-2015.

TOPVILLA CONTRACTING - Doha, Qatar
Senior Sales Executive

2013-2014

Sales Leadership and Revenue Growth:

Provided leadership to the sales team, consistently achieving and surpassing sales targets, contributing to the company's revenue growth. Implemented effective sales strategies to enhance market share and profitability.

Client Relationship Management:

Successfully built and nurtured strong relationships with clients, earning their trust and loyalty. Addressed client inquiries, concerns, and feedback promptly, ensuring high levels of customer satisfaction.

New Business Development:

Proactively identified and pursued new business opportunities, expanding the company's client base. Conducted market research to identify potential clients and industries for targeted sales initiatives.

Key Account Management:

Managed key client accounts, ensuring personalized service and satisfaction. Negotiated contracts and agreements, securing long-term partnerships and repeat business.

Cross-functional Collaboration:

Collaborated closely with the interior design and project management teams to ensure seamless communication and project execution. Facilitated effective communication between sales, design, and execution teams to meet client expectations.

Sales Process Optimization:

Streamlined and optimized the sales process, implementing efficient CRM systems and tools. Introduced data-driven approaches for better forecasting, reporting, and decisionmaking.

Achievements:

Exceeded quarterly and annual sales targets by 85% consistently. Secured 250 new contracts, resulting in a 100% increase in overall sales revenue within 2013-2014.

American Design Source - Doha, Qatar 2010-2013
Sales Consultant

Client Relationship Building:

Established and maintained strong relationships with clients, gaining a deep understanding of their needs and preferences. Acted as a primary point of contact for clients, providing personalized service and ensuring satisfaction.

Product Knowledge and Consultation:

Demonstrated expert knowledge of products and services, effectively advising clients on suitable solutions. Conducted in-depth consultations to understand client requirements, offering tailored recommendations.

Sales Growth and Target Achievement:

Consistently met and exceeded sales targets, contributing to the overall revenue growth of the company. Implemented effective sales strategies to capture new business and maximize existing client relationships.

Customer Service Excellence:

Delivered exceptional customer service, handling inquiries, concerns, and after-sales support with professionalism. Received positive feedback from clients, enhancing the company's reputation for excellent service.

Market Research and Trends Analysis:

Conducted market research to stay informed about industry trends, ensuring a competitive edge in product offerings. Provided valuable insights to the team regarding customer preferences and market demands.

Team Collaboration:

Collaborated with colleagues and management to streamline communication and enhance the overall effectiveness of the sales team. Participated in team meetings to share knowledge, discuss strategies, and contribute to collective success.

Achievements:

Achieved 100% sales growth year over year during the tenure.

Drabzin Company - Doha, Qatar 2010-2013
Sales Executive & Designer

Sales Leadership:

Spearheaded sales initiatives for wrought iron and cast aluminum gates, handrails, and doors, consistently meeting and exceeding revenue targets. Developed and implemented effective sales strategies to capture new markets and clientele.

Client Relationship Management:

Established and nurtured strong relationships with clients, providing personalized service and addressing specific requirements for custom-designed products. Ensured customer satisfaction through effective communication and timely delivery of high-quality products.

Custom Design Solutions:

Leveraged design skills to create bespoke solutions for clients, offering unique and aesthetically pleasing gate, handrail, and door designs. Collaborated with clients to understand their vision and preferences, translating them into design concepts.

Product Presentations and Demonstrations:

Conducted compelling product presentations and demonstrations to showcase the craftsmanship and features of wrought iron and cast aluminum products. Created visual materials and design mock-ups to enhance client understanding and facilitate decision-making.

Order Management and Project Coordination:

Managed the end-to-end process of client orders, ensuring seamless coordination between design, production, and installation teams. Oversaw multiple projects concurrently, maintaining a high level of organization and attention to detail.

Market Expansion:

Successfully expanded the company's market reach by identifying and targeting new customer segments.