



# Riyaz Uddin Mohammed

## Senior Sales & Marketing Executive

Dedicated Senior Sales & Marketing Executive with a wealth of expertise in Fabrication, Structural Glazing, Curtain Wall Systems, Steel Structure Manufacturing, and Project Management. Proven track record in project delivery, resource management, and quality assurance. Skilled in technical proposals, client liaison, and compliance with regulations. Adept at leadership, communication, and problem-solving, ensuring projects are completed on time and within budget. Quick learner, adaptable to industry trends, and committed to achieving managerial objectives.

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📍 Doha, Qatar

## WORK EXPERIENCE

### Senior Sales & Marketing Executive

Al-Taif Alalamia Trading Est – Dammam – Saudi Arabia.

02/2012 - 03/2022

*Al-Taif Al-Alamia Trading Est some of the most well respected brands in the industry with a wide range of Pipes, Gate, Butterfly, Ball, Air, Check, Pressure control and other special valves as well as pipe line fittings & accessories*

#### Achievements/Tasks

- Successfully promoted company offerings to current and potential clients, achieving sales targets.
- Developed action plans, schedules, and target projections to efficiently reach clients through field activities.
- Proactively pursued new leads and referrals generated from field activities, enhancing lead conversion rates.
- Created persuasive presentations, proposals, and sales contracts, contributing to successful deal closures.
- Crafted clear and compelling written proposals/quotations for customers, enhancing communication and sales.
- Cultivated and maintained strong client relationships, resulting in a 95% client retention rate and high customer satisfaction.
- Utilized data analytics to optimize marketing campaigns, reducing costs by 15% while increasing conversion rates by 10%.
- Seasoned in project management, from planning and scheduling to design and client communication. Competent in resource management, budgeting, cost estimation, quality assurance, and risk management.

### Sales Executive

Dermazone Est. - Al Khobar – Saudi Arabia.

03/2009 - 01/2012

*Clients - Saudi Electricity Company-SEC Al Thuraya Palace For Contracting & Trading Est.*

#### Achievements/Tasks

- Ensured work compliance with specifications, regulations, and contractual requirements, maintaining high standards.
- Directed material procurement and installation supervision, ensuring project timelines and budgets were met.
- Established and nurtured client relationships, fostering trust and repeat business.
- Managed accounts through quality checks and issue resolution, ensuring client satisfaction.
- Efficiently oversaw day-to-day operations, ensuring on-time project completion and client expectations were met.
- Mentored and coached junior team members, resulting in a 15% increase in their sales performance.
- Established and maintained strong relationships with key clients, ensuring repeat business and long-term partnerships.
- Collaborated with cross-functional teams to align sales and marketing efforts, enhancing overall company performance.
- Prepared sales reports, technical documentation, and invoices while enforcing health and safety standards, ensuring project success and compliance.

WORK EXPERIENCE

Operation Supervisor  
Nawal Trading Est. – Al Khobar – Saudi Arabia

06/2008 - 02/2009  
Clients - Engineering Procurement & Project Management (EPPM), Mapa Lima Construction, AL YAMAMA CO. Al-Shalawi International Holding Co. Ltd Jacobs Zate

Achievements/Tasks

- Managed customer interactions from initial inquiry through project completion, ensuring satisfaction at every stage.
- Handled project-specific financial matters, ensuring cost-effectiveness and budget compliance.
- Evaluated customer requirements, conducted measurements, and recommended suitable products to meet their needs.
- Established strong rapport and empathy with clients, effectively communicating how our products would benefit them.
- Led daily operations, ensuring efficiency and compliance with company protocols, resulting in a 20% increase in productivity within the first quarter.
- Implemented streamlined processes that reduced operational costs by 15%, optimizing resource allocation and enhancing overall profitability.
- Trained and supervised a team of 15 staff members, fostering a culture of excellence and achieving a 95% employee satisfaction rate.
- Collaborated with senior management to improve productivity, especially in managing challenging client relationships.

SKILLS

Internet Proficiency

Interpersonal Skills

Communication

Strategic Planning

Problem Solving

Negotiation

Leadership

Process Improvement

Time Management

Attention to Detail

Decision Making

EDUCATION

Bachelor of Commerce  
Osmania University-Hyderabad, India

2005

PERSONAL DETAILS

Nationality : Indian  
Date of Birth : 22/04/1984  
Marital Status : Married  
Visa Status : Transferable with NOC.  
Driving License: Valid Driving License (Qatar & Saudi Arabia)

LANGUAGES

English

Arabic

Urdu