

Jalal Abou Moughdeb

Sales Executive – Retail & B2C Sales

Doha, Qatar

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Nationality: Syrian | **Marital Status:** Married

Driving License: Valid Qatari Driving License – Private Car

Professional Summary

Results-driven Retail & B2C Sales Executive with 8+ years of proven experience across furniture in Qatar. Expertise in face-to-face selling, product demonstration, upselling, CRM management, and key account development. Recognized for consistently exceeding sales targets, generating QAR 1M+ in annual revenue, and building long-term customer relationships. Strong negotiator, adaptable to fast-paced retail environments, with experience in leading and coaching sales teams

Core Skills & Competencies

- B2C & Retail Sales Operations
- Face-to-Face Selling & Customer Consultation
- Lead Generation & CRM Management
- Sales Target Achievement & Forecasting
- Negotiation & Deal Closing
- Key Account & Project Management
- Merchandising & Product Display
- Team Leadership & Coaching
- Market Analysis & Competitive Pricing
- Communication & Problem-Solving

Professional Experience

Showroom Sales Executive – Furniture & Projects

Madi International, Doha | Jul 2016 – Dec 2025

- Surpassed monthly and annual sales targets by up to 90%.
- Built long-term client relationships through consultative selling and tailored showroom solutions.
- Advised clients on furniture selection while coordinating related finishes using knowledge of ceramics, tiles, sanitary ware, faucets, showers, and washbasins.
- Managed pricing, delivery schedules, and product specifications.
- Supervised 6+ merchandisers, ensuring targets, product display, and stock availability.
- Maintained CRM records, tracked leads, and implemented upselling strategies, increasing project revenue by 20–30% per client.
- Led end-to-end furniture and interior projects for private villas and commercial clients, ensuring quality execution and client satisfaction.

Sales Executive – Home & Office Furniture

Tivoli Group, Doha | Aug 2011 – Jun 2016

- Exceeded sales quotas through effective furniture solutions.
- Evaluated client needs and delivered personalized consultations.
- Supported management in implementing new sales strategies.
- Maintained long-term client relationships and repeat business

Sales Executive – Watches & Jewelry

Al Fardan Group, Doha | Apr 2008 – Aug 2011

- Promoted luxury watches and jewelry, increasing revenue via upselling and cross-selling.
- Delivered after-sales support ensuring customer satisfaction and loyalty.
- Maintained up-to-date product knowledge and market trends.

Key Achievements

- Consistently exceeded annual sales targets by **20–40%** across multiple industries.
- Generated over **QAR 1M+ in annual revenue** through client acquisition and key accounts.
- Recognized as **Top 5 Sales Executive** at Madi International (2018–2022).
- Implemented face-to-face marketing strategies, increasing lead conversion by 40%.
- Delivered sales coaching programs improving team productivity by 25%.
- Secured long-term contracts with clients in **hospitality, healthcare, and corporate sectors**.

Education

High School Diploma – Syria

Professional Training & Certifications

- Sales Mastery Training – Madi International (2023)
- Advanced Sales, Marketing & Analytics – Madi International (2020)
- Retail Sales, Product Knowledge & Sales Techniques – Tivoli Group (2010)

Technical Skills

- Microsoft Office (Word, Excel, PowerPoint)
- CRM Systems: Zoho, Salesforce, HubSpot
- WhatsApp Business & Email Marketing
- Social Media Marketing: Facebook, Instagram, LinkedIn
- Cold Calling & Digital Outreach

Languages

- Arabic: Native
- English: Professional Working Proficiency