



# MOHAMED RAOUF CHEROUK

## Automotive Sales Consultant

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### SUMMARY

Resourceful and results-driven automotive sales consultant with a solid academic background in communication and public relations, Proven track record of exceeding sales targets, building strong customer relationships, and delivering exceptional showroom experiences. Skilled in vehicle presentations, test drives, negotiation, financing coordination, and closing high-value deals, bringing strong leadership and organizational skills to the automotive retail sector.

### PROFESSIONAL EXPERIENCE

#### Automotive Sales Consultant

**Mar 2024 – Jan 2026**  
**Location: UAE, Dubai**

##### Luxury Vehicles Showroom Sheikh Zayed Road, Dubai

- Sold high-end and performance vehicles to GCC and international clients
- Delivered personalized consultation to high-net-worth customers
- Managed end-to-end sales process including contracts and documentation
- Generated repeat business through strong customer relationship management
- Specialized in premium and pre-owned vehicle sales (European & Japanese brands)
- Consistently exceeded monthly revenue targets

#### Automotive Sales Consultant

**Jun 2023 – Jan 2024**  
**Location: Algiers, Algeria**

##### Peugeot Vehicles Showroom

- Specialized in the sales of Peugeot passenger vehicles
- Delivered detailed vehicle presentations and organized test drives
- Negotiated pricing and finalized sales agreements
- Assisted customers with registration and documentation procedures
- Built strong client relationships, generating repeat and referral business
- Consistently achieved monthly sales targets

## **Practical Training – Communications Intern ( Sonatrach )**

**Jan 2022 – Apr 2022**

**Location: Algiers**

- Contributed to both internal and external communication projects.
- Created engaging content for social media platforms and the company website.
- Supported the organization of events and conferences.
- Assisted with public relations activities and overall communication strategies.

## **EDUCATION**

- **Master’s Degree** in Communication and Public Relations  
Faculty of Information and Communication Sciences, Algiers, Algeria (2022–2023)
- **License Degree** in Media and Communication Sciences  
Faculty of Information and Communication Sciences, Algiers, Algeria (Graduated 2022 )
- **Baccalaureate** in Foreign Languages  
High School Tarik Ibn Ziyad, Algiers (Graduated 2019)

## **SKILLS**

- Automotive Sales & Product Knowledge (Luxury & Pre-Owned Vehicles)
- Consultative Selling & Customer Needs Analysis
- Negotiation & Closing High-Value Deals
- Client Relationship Management (CRM) & Retention
- Financing, Insurance & Documentation Coordination
- Lead Generation & Target Achievement
- Market Awareness & Competitor Analysis
- Bilingual Communication – English & Arabic
- Vehicle Demonstrations & Test Drives
- Team Collaboration & Multicultural Customer Service

## **LANGUAGES**

- Arabic: Native | English: excellent | French: Intermediate