

# Mahamoud Ali Mohd Eissa

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## PROFILE AT A GLANCE

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I am committed and result-oriented with 11 years' experience in sales, retail and operations in UAE, I like to motivate and to develop my team and colleagues. I am participating, cooperative and decisive manager who embraces change and innovation. I like to use my strong analytical and practical skills in finding creative solutions for complex challenges.

As an international telecommunication company member, I am an ambitious, quick learning person with a strong sense of humor who shows initiative, flexibility and adapts easily to new environments. I am open-minded and have very strong interpersonal skills.

## MAJOR ACHIEVEMENTS

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- Awarded **Etisalat Distinguished Sales Employee in 2012-13** among 1160 employees.
- Awarded **The Premium Team** 8 times (8 Quarters) since 2015.
- Opened 2 signature stores and built award winning teams within 3 years.

## CERTIFICATES AND COURSES

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- **Certified Digital Marketing Professional - Digital Marketing Institute.**
- **Google Ads Search Certification - Google.**
- **Google Analytics Individual Qualification - Google.**
- **Mini-MBA** by Etisalat Academy & Develor (3-year course for mid-level managers with focus on leadership, management, people development, decision management and project management).
- **Leadership skills & Change Management** - Etisalat Academy.
- **Leading Sales Team** – Etisalat Academy.

## PROFESSIONAL EXPERIENCE

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### **Retail Sales - Store Manager**

**Etisalat Telecom, UAE**

*(Industry: Telecommunication)*

*(May. 2016 – till date)*

#### **Highlights:**

- Accountable to achieve monthly sales targets.
- Achieve monthly customer satisfaction targets.
- Achieve monthly targets for queuing system KPIs such as reducing waiting & service times in store whilst improving customer satisfaction.
- Achieve all other operational KPIs.
- Monitor and control stock levels within including the proper proceeding of repairs, returns & transfers in the store.

- Monitor and control staff rotation including holidays to ensure the store always staffed well to meet customer demand & peak trading periods.
- Monitor and control all cash & financial transactions within the store.
- Ensure all repairs and maintenance required for the store are reported and dealt with in a timely manner to ensure store operations, brand image & health & safety are not jeopardized.
- Hold monthly structured & documented one on one's performance evaluation with all staff members.
- Ensure the team members carried out all staff training modules on time, standardized, and properly attended at any training sessions outside of the store at a high level.
- Attend & contribute to monthly area meetings held by the area manager.
- Achieve store standard requirements within the store by performing a daily store visit report.
- Ensure all marketing campaign and key messages executed fully & to a high standard in the store on the target date.
- Management & security of all money & stock in the store.
- Ensure all security issues dealt with in the store.
- Report issues & concerns to your area managers in a timely manner.
- Support your colleagues such as other store managers or business center managers by sharing best practice & sharing resources when required.
- Support area manager to help achieve area objectives including special projects.
- Be on call for the store & ensure that you work at least on shift per weekend during busy trading times.
- Handling daily team sales submission, team sales approvals by follow up with the back-office team apart from the individual day to day activities.

**Retail Sales – Duty Manager**

**Etisalat UAE**

**(Industry: Telecommunication)**

**(July 2015 – May. 2016)**

**Highlights:**

- Set the work schedule for the sales team and assign works accordingly.
- Supervise the sales team and the performance and give guidelines.
- Control payments and cash related cases, such as, return goods, refund and adjustments.
- Supervise the sales volume and customer flow.
- Handle customer complaints such as undelivered products or services, shortage of products, and coordinate with other departments to solve customer complaints.
- Maintain products availability, stock movements and orders.
- Report sales volumes, stock availability, merchandise and other issues related to the store.
- Evaluate staff performance and their product knowledge, coaching and arrange training if required.

**Interpersonal Skills:**

- Reporting to three senior managers and weekly reporting to Group Sales Manager
- Managing team of 10-15 members

**Sales Executive**

**Etisalat UAE**

**(Industry: Telecommunication)**

**(September 2010 – July 2015)**

**Highlights:**

- Look after customer complaints and resolve them.
- Take ownership of the customer's needs and requirements and ensures that they are satisfied.
- Approve all payments through card or cheque, and products movements.
- Educate the customer on the service, facilities and equipment available, explores opportunities for generating demand and selling vertically.
- Sell company products to customers and provide them the deliverables on time.
- Explaining the cost of given service or products, explain the information about the claims and accounts, receive all payments related to given services.
- Keep the track of stock and inventory and make order in case of merchandise shortage.
- Review the application and customer requirement, ascertains the correctness of the data and compliance with necessary formalities and understands the customer needs.
- Maintain proper documentation, records on all pending services and advises concerned team for follow up and feedback.
- Responsible to adhere to duty roster/sales schedules always.
- Arrange reports such like, sales volume, stock availability, and store requirements.

**Customer Service Officer**

**Etisalat UAE**

**(Industry: Telecommunication)**

**(July 2007 – February 2010)**

**Highlights:**

- Maintain and develop comfort level between respective franchises/Distributors and retailers through consistent visits
- Obtains client information by answering telephone calls; interviewing clients verifying information.
- Updates job knowledge by studying new product descriptions; participating in educational opportunities.
- Ensure sales team development through regular trainings & meetings.

**EDUCATION**

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- BA (Hons) in Marketing - Anglia Ruskin University - UK (2014-15)
- International Higher Diploma in Business (QCF) NCC-UK. (2011-13).
- General Secondary Education Certificate, from Hamza High Secondary School (Abu Dhabi, UAE).

**PERSONAL DETAILS**

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- Date of Birth                    26-12-1986 in Abu Dhabi
- Marital Status                Single
- Nationality                     Somalia
- Languages Known            Arabic, English
- Visa Status                      Employment Visa