# Walid Ezzat Abdelfattah

Sales & Marketing Manager

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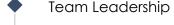
**E-mail** wezzat1111@gmail.com



- Highly motivated individual with strong leadership and management skills, boasting extensive experience in managing cross-functional teams.
- Demonstrates excellent communication and sales techniques in selling services (logistics, shipping & trading) as well as products (Retail & Apparel)
- Adept at selling and utilizing various techniques to achieve the highest value and revenue for the organization. Proven track record as a Team Leader with efficient self-confidence and fluency in arguing with others.
- Spent 17 years of career progression in shipping and logistics, successfully reached the position of Sales and Marketing Manager at Hamburg Sud a Maersk Shipping Company.
- In 2022, relocated to Qatar to establish a new trading company from scratch called Innovo Trading Co. in Doha, Qatar, working in the fashion & bikers' outfit accessories industry, pioneering the creation of a comprehensive business model for Innovo Trading Co. Addressed market demands by sourcing top-tier products, directly enhancing product availability, resulting in maximizing customer satisfaction through improved offerings.



#### **Skills**



Sales techniques

Sales rechniques

Business Development

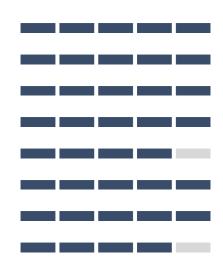
Problem-Solving

Competitor Analysis

Social Media Management

Business growth and retention

Account development



#### May 2022 - Sales & Marketing Manager Current Innovo Trading Co., Doha.

- Established New Brand name & team from scratch for Fashion &
   Accessories showroom in Doha Qatar bringing & selling best products from
   each country managing & assisting in whole systems Incl.: POS system,
   logistics, trading, purchasing, inventory, Social Media Marketing, sales, HR,
   display, etc.
- Negotiating favorable terms with suppliers, ensuring competitive advantage in the market.
- Increase & achieved the target plan to decrease the products' cost by 40 - 45% part because of professional potential negotiation through our visits at their countries & other through importing full container load which gives us more credibility with suppliers & best competitive rates,
- Improved brand visibility with well-executed promotional campaigns and engaging social media content.
- Optimized sales processes, streamlining procedures for best efficiency and better customer service.
- Deal with outsourcing companies to secure lowest cost Like warehousing & logistics for covering the online shop.
- Managed sales promotions / offers / discounts and marketing strategies on all platforms over social media
- Developed key account relationships for improved client retention and long-term partnerships.
- Enhanced market share by identifying untapped customer segments through proposing tailored offerings to meet their needs.
- Led a high-performing sales team, providing coaching and ongoing support to ensure success.
- Performed competitive analyses and adjusted sales and marketing strategies accordingly.

## Nov 2021 - Key Account Manager Mar 2022 Hamburg Sud Egypt a Maersk Company, Egypt.

- Managing sales team & directing team to the best paying freight & current seasonal cargo where we achieve highest revenue together with the target.
- Secured high-value accounts through consultative selling, effective customer solutions, and promoting compelling business opportunities.
- Arranging agents network sales lead/inquiries / solving issues.
- Handling communication channels with headquarter via e-mails and calls.
- Marketing indoor and outdoor.
- Contribute with a Reefer (perishable cargo) bookings as well as dry & special equipment.

- Build strong business relationships with clients to include client visits at regular intervals.
- Creating Long Term agreements for BCOs.
- Study Market situation & use it in the positive directions developing our service & enhancing our market share.
- Attending International exhibitions such as Fruit Logistica in Berlin (Germany) & Local exhibitions i.e: Food Gate, Food Africa2017, 2018.
- Built and maintained strong client relationships to drive business growth.
- Implement sales forecasts to target daily, monthly and yearly objectives.
- Organized cross-functional teams to address complex client requests or projects efficiently, resulting in increased satisfaction levels among key accounts holders.

### Jon 2016 - Trade Manager Far East & Middle East Nov 2021 Hamburg Sud Egypt A Maersk Company, Egypt

- Provided leadership to the trade team, fostering a culture of continuous improvement and professional development.
- Improved strong relationships with clients, leading to long-term partnerships and increased business opportunities towards the trade.
- Studied & apply supply chain processes to reduce costs and improve efficiency.
- Boosted sales performance by developing and implementing effective trade strategies.
- Managed key accounts for maximizing customer satisfaction and loyalty.
- Mentored junior team members on best practices in account management, negotiation techniques, or other relevant skills.
- Discussed financial options with clients and provided informed suggestions.
- Collaborated with clients to maintain relationships and provide customers with thorough support and guidance.
- Generated and implemented strategic trading approaches.
- managed to identify potential new clients and expand geographic territories.

### Jan 2014 - Senior Export Sales Supervisor Dec 2015 Hamburg Sud Egypt Maritime Agencies, Alexandria, Alexandria

- Sales team Supervision through directing efforts into company needs where team can cover Head Quarter target together with best paying freight, areas & current seasonal cargo.
- Implemented sales forecasts for the team to target daily, monthly and yearly objectives.
- Exceeded sales goals and accomplished business objectives by inspiring staff and promoting target products.
- Offered hands-on assistance to customers, assessing needs, and maintaining current knowledge of consumer preferences.

- Organized cross-functional teams to address complex client requests or projects efficiently, resulting in enlarging satisfaction levels among key accounts holders.
- Secured high-value accounts through consultative selling, effective customer solutions, and promoting compelling business opportunities.
- Built and maintained strong client relationships to drive business growth.
- Contribute with a Reefer (perishable cargo) bookings as well as dry & special equipment.
- Handling agents network sales lead/inquiries / solving issues.
- Study Market situation & use it in the positive directions developing our service & enhancing our market share
- Build strong business relationships with clients to include client visits at regular intervals.
- Attending International exhibitions such as Fruit Logistica in Berlin (Germany) & Local exhibitions i.e: Food Gate, Food Africa 2015.

### Mar 2006 - Sales Supervisor Dec 2013 Hamburg Sud Egypt Maritime Agencies, Alexandria, Alexandria

- Sales team Supervision through directing efforts into company needs where team can cover organization target together with best paying freight & current seasonal cargo.
- Secured high-value accounts through consultative selling, effective customer solutions, and promoting compelling business opportunities.
- Built and maintained strong client relationships to drive business growth.
- Succeeded to convince Hamburg Head Office to contribute with a Reefer equipment ex-Egypt upto Europe (perishable cargo) beside the main trades in dry containers & special equipment.
- Handling agents network sales lead/inquiries / solving issues.
- Study Market situation & use it in the positive directions developing our service & enhancing our market share
- Build strong business relationships with clients to include client visits at regular intervals.
- Sales outdoor & attending International exhibitions.
- Enhanced customer satisfaction by addressing and resolving client concerns efficiently.
- Effectively coached team members to reach weekly and monthly sales goals.
- Generated detailed reports highlighting team achievements as well as areas requiring further attention or improvement efforts.

### Jan 2005 - Sales Executive Mar 2006 Falcon Freight Systems, Alexandria, Alexandria

 Targeting Egypt export & import clients, approaching new clients Offering best different services i.e shipping, inland haulage, DAP Shipments, Custom Clearance.



Jun 2003 - Arab Academy For Science & Technology & Maritime Transport, Egypt Jun 2003

Bachelor Degree in Maritime Transport - English Section

Major: Commercial in Logistics College of Maritime Transport & Technology.

Languages

Arabic:

Native language

English:

Fluent (Speaking, Writing, Reading).

Training/courses

• 7 days' full time Training course of sales skills & techniques in selling one of the most difficult sales in the world selling service of Life insurance at Alico co for Insurance learning how to sell life insurance.

Maersk Company
 Maersk Line Training center:
 Security of Transport Chain:

Security of Transport Chain: Basics - English version, Security of Transport Chain - for Sales & Marketing - English version, Stay Ahead 2.0: Managing Brands, Logistics & Service Products, Environmental Protection, Corruption & Bribery, Security of Transport Chain, Hamburg Süd Value Protect, Fraud Awareness, Sales Essentials Training

Worldwide

- ICDL: International Computer Driving License from Computer Studies Institute
- English language: Conversation course" Grade A (Russian Center for Science Culture), Conversation course" Grade A (Berlitz Egypt Center)

Highschool

Victory College

Websites, Portfolios, Profiles

http://linkedin.com/in/walid-ezzat-02587b136



#### Certifications



Certified [Key Account Manager], [Maersk Line]



#### Interests



Fishing, Reading, Hiking, Basketball, Football, Music, Dancing, Billiard, Meditation.



#### **Availability**



Open to work immediately, interviews can be arranged during the week.