

# Walid Ezzat Abdelfattah

Sales & Marketing Manager

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- 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

Team Leadership	████████████████████
Problem-Solving	████████████████████
Sales techniques	████████████████████
Business Development	████████████████████
Competitor Analysis	██████████████████
Social Media Management	████████████████████
Business growth and retention	████████████████████
Account development	██████████████████



## Work History

**May 2022 - Current**     **Sales & Marketing Manager**  
**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 - Mar 2022**     **Key Account Manager**  
**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 Africa 2017, 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.

**Jan 2016 -  
Nov 2021**

**Trade Manager Far East & Middle East  
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 -  
Dec 2015**

**Senior Export Sales Supervisor  
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.



## Education

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

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

**Alico Insurance:**

- 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 Training Center:**

- Maersk Line Training center:  
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.