



Ahmed Ayad

A Short Sales Pitch

Ambitious. Determined. Unfazed. My short time in the world of business has ignited my passion for success. I see the abundance of opportunity the business world has to offer. If I had to summarise my experience in one sentence I'd say:

"A Team is only as effective as its members, and an individual is only as successful as their team."

Education

Bachelor of Science Mathematics and Computer Science | *University of Lincoln*

September 2017 – May 2018

Logical reasoning and a dimension where everything acted as expected had always provided me with a sense of safety and enjoyment. Maths **was** my calling. However, in my first year I felt like I was missing something, the element of randomness, the human touch.

Bachelor of Science with Honours Psychology | *Birmingham City University*

September 2018 – May 2021

I wanted to learn why people say and act the way they do, and I ended up with more questions than answers. I'm grateful for the willingness of the lecturers to debate my points regarding person-to-person interactions. Psychology highlighted to me the number one skill any person could possess: the ability to listen and understand.

Skillset

- Copywriting
- Confident Speaker
- Data Gathering
- Fluent in Arabic and English
- Email Tracking
- Data Presentation
- Photoshop & Illustrator
- Time management and organisation.
- Excel
- Email Writing



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Employment

SEND Support | V.A.S.E Academy | May 2021– July 2021

My mentor and coach told me of an opportunity to work with behaviourally damaged children, using my psychological knowledge and talking skills to help students in their school activities. This was a heart-warming experience. It highlighted to me the difference between theory and practice, and that the conditions these children had didn't define them.

Sales Consultant | YourEdge Solutions | July 2021– November 2021

My first experience working in a sales environment was a retail position, and it really hit the theory-practice message home. I realised gradually that the sale depended entirely on what the customer needs. The logical approach didn't serve me well, and slowly I adapted my style to listening to customers and working on how my massage products could help alleviate their pains. One downside was the isolated nature of the role, I would love a coaching and supporting environment to sharpen my skills.

Operations Officer | Kangaroo Learning LTD. | November 2021– August 2022

A very demanding role in an EdTech start-up. My role involved setting and managing OKRs, KPIs, as-well as writing content. This highlighted the difficulty and responsibility of a managerial role. Making sure my small team was unified, directed, and effective was a changing puzzle I enjoyed solving.

Lead Marketer | Robocode UK | June 2022– Ongoing

I am currently working with my brothers on a business. I produced the website, designed the logo, wrote the page content, the marketing emails and am responsible for producing leaflets, posters, banners, and managing social media. Here is a link to the website: robocode.uk



The extra bit

I love sharing experiences with others and I love solo pursuits. I moved to the Lake District in November so I could climb the mountains and swim in the lakes, although I should've probably waited till the summer... It's cold up there. I go back and forth from Birmingham every other week to visit my family, and I also dabbled in Muay Thai for 5 years, winning the British Championship and deciding to call it quits. I love listening to people... even when they're complaining, and that's what makes me a great communicator.



References

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