



Yasmin Ahmed Mousa

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Profile

Strategic and passionate Beverage Sales Lead with a proven history of elevating brand visibility and revenue in luxury hospitality and F&B sectors. Expert in client relationship building, sales delegation, and execution of high-end beverage rollouts. Strong interpersonal instincts, a talent for reading client needs, and a track record of turning interactions into lasting partnerships. Seeking to bring a solutions-focused, client-first mindset to a prestigious 5-star hotel or high-level F&B environment in Kuwait.

Core Skills

Sales Strategy & Account Development
Premium Beverage Program Management
Hospitality Client Experience
CRM, Reporting & Data Driven Follow-Up
Client Relationship Building & Retention
Cross-functional Team Coordination

Sales Forecasting & Pipeline Management
Good public speaking skills
Team Delegation Coaching
Upselling & Revenue Maximization
Product Launches & In-market Demos

Professional Experience/s

Beverage Sales Lead

Foodchoice, Kuwait

June 2023 – Present (Full Time)

- Drive sales and growth of premium beverage lines across luxury hotels and top-tier F&B establishments
- Strengthen client relationships through tailored solutions, account mapping, and post-demo follow-ups.
- Champion brand activations and beverage menu rollouts with culinary teams and beverage consultants.
- Identify sales gaps, track purchase patterns, and implement personalized strategies per account.
- Lead cross-functional initiatives with supply chain, marketing, and tech teams to ensure service excellence.

Sales Representative - Customer Experience

Seazen Group, Kuwait

Feb 2021 – Feb 2023 (Full Time)

- Engaged directly with customers to introduce new food products and upsell services with a solutions mindset.
- Conducted surveys and implemented feedback systems to boost satisfaction and refine offerings.
- Played a frontline role in representing the brand image and fostering loyalty in a competitive retail space.
- Collaborated with marketing and product development teams to improve the market fit of new offerings.

Sales Officer - Marketplace Division

Jam3eia.com, Kuwait

Nov 2019 – Jan 2021 (Full Time)

- Managed vendor onboarding and negotiated commercial terms for new partners in the digital marketplace.
- Conducted regular sales reporting, performance analysis, and updates to the management team.
- Supported the HR function during hiring phases and helped ensure team alignment during expansions.
- Played a dual role between sales coordination and client success across multiple campaigns.

Administrative Supervisor

Figurama , Kuwait

Jun 2018 – Jul 2019 (Intern / Part Time)

- Provided operational support for management schedules, inventory, and communication workflows.
- Assisted in procurement planning, staff coordination, and office system improvements.

Personal Details

Date of birth – 27/June/1997

Nationality – Indian / Jordanian

Visa type – Visa 18 (Transferable)

Education

Indira Gandhi Open University – Bachelor's in Commerce (June 2019)

Language/s

English (Fluent) Reading Writing & Speaking Arabic

(Average) Reading Writing & Speaking

Professional Development

Office Management Course

Project Management Course Costumer

Customer Experience & Retention

Course

Technical Proficiencies

- MS Office Suite (Word, Excel, PowerPoint)
- CRM & Sales Tracking Software
- Light Graphic Editing, Time Management Apps