

# Huda Ahmed

## Brand Manager & Key Account Manager

- Experienced in sales planning, marketing strategies and advertising development over 8-years career.
- Innovative (Brand Manager) experienced in converting sales leads and managing multiple accounts. Highly skilled in forecasting, project management and strategic planning with exceptional communication abilities. Thorough in monitoring trends and capitalizing on emerging opportunities.
- Goal oriented, Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.
- Hands-on, energetic, entrepreneurial, results oriented, independent, open minded, flexible and out of the box professional with an ability to create ideas.

## Work History

2017-06 -  
Current

### Brand Manager & Key Account Manager

*Beauty Concepts, Riyadh*

- keep in touch with the owner and the decision maker of the important customers.
- Supported marketing teams, creating, deploying and optimizing campaigns for clients.
- Prepared a brand annual budget and SWAT analysis .
- Oversaw product planning and demand management on monthly basis in order to maintain adequate product levels.
- Motivated team members to continuous improvement in promoting and selling target products.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- helped team to achieve our target .
- Planned, implemented and tracked sales and marketing strategies to promote brand products.

## Contact

### Address

Riyadh

### Phone

055 028 8006

### E-mail

hoda.ahmed.f90@gmail.com

## Skills

Strategy development

Category growth

Sales tracking

Promotional planning

Client communication

Market Analysis

Computer skills

## Languages

English



2016-08 -  
2017-06

## **Key Account Manager**

*Beauty Concepts , Riyadh*

- Secured high-value accounts through consultative selling, effective customer solutions and promoting compelling business opportunities.
- Improved account management by predicting potential competitive threats and outlining proactive solutions.
- Boosted customer satisfaction by providing teams with training and skills to optimize service delivery in alignment with individual needs.
- Consistently achieved top ranking in revenue and profit growth.
- Kept most important customers and achieved our desired goal and dealing in all of our products.
- Planned to deal with our potential customers.
- Successfully convinced clients to purchase instead of leasing to minimize losses to competitors and extend individual client investments.
- Met with customers to discuss and ascertain needs, tailor solutions, and close deals.
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Served customers with knowledgeable, friendly support at every stage of shopping and purchasing.

2014-10 -  
2016-08

## **Sales Representative**

*Kadoon company , Riyadh*

- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Developed and delivered engaging sales presentations to convey product benefits.
- Attended advanced training sessions and conferences to increase product knowledge and productivity.
- Exceeded goals for new accounts in single sales cycle.
- Cold-called leads and closed large number of new sales over several months.
- Determined problem areas and resolved issues related to profitability and business objective

achievement.

- Increased sales by offering consultation on products and services and applying customer service and upselling techniques.
- Achieved monthly sales goals by promoting product benefits and enrolling new clients.
- Increased sales by offering advice on purchases and promoting additional products.

## Education

---

2008-09 -  
2013-07

**Bachelor of Engineering: Civil Engineering**

*Egypt*

## Date of birth

---

2/11/1990