

Abdullah Adel Senior Showroom Specialist

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SUMMARY

Results-driven Senior Showroom Specialist with over 2 years of progressive experience at Homzmart — Egypt's leading e-commerce and furniture retail platform. Promoted from Sales Specialist to Senior within 1.5 years based on consistent high performance. Recognized with the Most Achievements Award for 2025. Proven track record of converting showroom visits into high-value sales and delivering consultative customer experiences. Brings additional background in retail branch management with hands-on experience leading teams and driving operational excellence

PROFESSIONAL EXPERIENCE

Senior Sales Specialist 08/2025 – Present | Giza
Homzmart

Senior Showroom Specialist August 2024 – Present Promoted in recognition of consistent high performance and leadership demonstrated in the Showroom Specialist role, Manage the full customer journey from prospecting and product consultation to closing and post-purchase follow-up.
Consistently exceed monthly sales targets, contributing to Homzmart's overall GMV growth. Recognized as top achiever with the Most Achievements Award for 2025 out of the entire sales team.
Mentor junior sales specialists, sharing best practices and improving the team's overall conversion performance
Guide customers through a broad catalog of furniture and home accessories, providing expert design advice.
Coordinate with logistics and operations teams to ensure smooth delivery, installation, and after-sales support.
Maintain showroom visual merchandising standards to maximize product appeal and drive foot traffic conversion

Showroom Sales Specialist 08/2024 – 08/2025 | Cairo
Homzmart

Engaged walk-in customers and online leads, converting showroom visits into confirmed sales, developed deep product knowledge across furniture categories, enabling confident and consultative selling.
Built strong client relationships that generated repeat purchases and referrals.
Resolved customer complaints and escalations professionally, ensuring satisfaction and loyalty

Machine Programmer & Operator 05/2021 – 08/2024 | Giza
2M

Operated and programmed CNC and laser cutting machines to precise specifications, ensuring high quality output, performed laser welding and fabrication tasks, meeting production deadlines with zero defect tolerance, Troubleshoot machine faults and coordinated preventive maintenance, minimizing production downtime.
Collaborated with engineering teams to optimize machine programs for efficiency and material cost savings

Branch Manager 09/2018 – 05/2021
Bel Honey Cake

Managed full branch operations including staff scheduling, inventory control, and daily P&L tracking, led a team of front-line employees, conducting regular training to uphold quality and service standards
Drove local sales initiatives and promotional campaigns that increased branch revenue by improving customer retention.
Resolved operational challenges and ensured compliance with health, safety, and brand standards.

EDUCATION

Helwan University 09/2019 – Present | Giza
Bachelor of Social Work

SKILLS

- Branch Management & Team Leadership
- Problem Solving & Handling
- ICDL Certified & Microsoft Office
- Upselling & Cross selling
- CRM

LANGUAGES

Arabic | English