

Saif AL-Din Saleh Abbas

Operations & Sales Professional | Creative Strategist

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PROFESSIONAL SUMMARY

Versatile Operations and Sales professional with a unique blend of logistical expertise, sales leadership, and creative marketing insight. Proven track record in managing first-mile and last-mile delivery operations at Bosta, leading high-performance sales teams, and driving revenue growth. Currently expanding professional scope as a Sales Executive at Fouxs Marketplace and leveraging creative skills as a Freelance Specialist at 100 Above Marketing Agency. Fluent in Arabic with strong command of English. Adept at bridging the gap between operational efficiency, sales targets, and creative brand storytelling.

PROFESSIONAL EXPERIENCE

Freelance Creative Specialist

100 Above Marketing Agency

2026
Cairo, Egypt

- Conceptualize and develop creative campaigns for diverse clients across digital platforms.
- Collaborate with design and content teams to ensure brand consistency and visual appeal.
- Brainstorm innovative marketing solutions to enhance brand engagement and reach.
- Translate client objectives into compelling creative narratives and visual strategies.

Sales Executive

Fouxs Marketplace

01/2026 – Present
Cairo, Egypt

- Drive sales initiatives and manage key client relationships to expand market share.
- Develop strategic sales plans to meet and exceed monthly and quarterly targets.
- Collaborate with internal teams to ensure seamless customer experience and product alignment.
- Analyze market trends and competitor activities to identify new business opportunities.

Operations Associate (First Mile & Last Mile)

Bosta

2024 – Present
Egypt

- Managed first-mile pickup operations, receiving and processing an average of 500+ shipments daily.
- Coordinated last-mile deliveries, consistently achieving an on-time delivery rate of 95%.
- Monitored shipment status and updated operational systems for over 200+ merchants.
- Handled escalations and delivery challenges efficiently, maintaining a delivery success rate of 98%.
- Supported hub operations and maintained smooth workflow in fast-paced environments, reducing average service time by 15%.

Sales Lead

Sky Tv

2023 – 2024
Shobra Masr, Cairo,
Egypt

- Led and supported the sales team to achieve monthly targets, exceeding goals by an average of 10%.
- Monitored team performance and KPIs, resulting in a 20% improvement in lead-to-sale conversion rates.
- Coached team members to improve sales results.
- Handled escalated customer cases.
- Prepared performance reports for management.

Sales Team Leader

Open The Door

2022 – 2023
Mall of Arabia, 6th of
October, Egypt

- Managed and supervised a sales team of 5 agents.
- Distributed leads and followed up on conversions.
- Trained 10+ new sales agents on product knowledge and sales techniques.

- Motivated the team to maintain productivity.
- Prepared daily and monthly sales reports

EDUCATION

Bachelor of Commerce

Faculty of Commerce – Ain Shams University

2023 – Present
Ain Shams, Cairo,
Egypt

SKILLS

Creative & Marketing

- Creative Campaign Conceptualization
- Brand Storytelling
- Market Trend Analysis
- Cross-functional Collaboration

Sales Management

- Sales target setting and achievement
- Lead distribution and follow-up
- Monitoring conversion rates
- Coaching sales teams to improve performance

First-Mile & Last-Mile Delivery Operations

- Pickup scheduling and route coordination
- Shipment receiving, sorting, and dispatching
- On-time delivery tracking and performance follow-up
- Handling delivery exceptions and failed shipments

Logistics & Operations Coordination

- Daily operations planning and execution
- Coordination with drivers, hubs, and merchants
- Shipment tracking and system updates
- Process improvement and workflow optimization

KPI Monitoring & Reporting

- Monitoring on-time delivery rates and success ratios
- Analyzing operational and sales KPIs
- Preparing daily and monthly performance reports
- Identifying gaps and improvement opportunities

Problem Solving

- Identifying operational and customer issues
- Handling escalations effectively
- Root cause analysis
- Implementing corrective actions

Communication Skills

- Clear communication with internal teams and customers
- Handling customer inquiries and complaints
- Reporting updates to management
- Strong verbal and written communication

Time Management

- Prioritizing daily tasks and deadlines
- Managing high-volume workloads
- Working efficiently in fast-paced environments
- Meeting operational timelines

Microsoft Office Skills

- Excel: data entry, reports, basic formulas, tracking sheets
- Word: professional documents and reports
- PowerPoint: presentations and performance summaries

LANGUAGES

Arabic
Native

English
Intermediate to Advanced