



# Ahmad Alsabea

**Date of birth:** 20/04/1990

**Nationality:** Syrian

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## About me

Dynamic and adaptable entrepreneur, skilled in organizing exhibitions, event sales, marketing, and brand development campaigns. Proven track record in leading sales teams, achieving annual targets, and nurturing customer relationships. Experienced in B2B solution selling, project management, and logistics in advertising and media industries.

## Area of Expertise:

Collaborator | Team Player | Client Relationship Management | Flexible & Patient | Profit Generation | Business-Oriented | Advertisement Sales | Exhibitions & Events | Brand Awareness Development | Solution Selling | Strategic Selling | Accountability | Coordinator | Mentorship

## Key Career Projects:

- Successfully managed EPC contracts for six international and local exhibitions in Damascus, Syria.
- Secured a 3-year contract with Kaboul Industries & Sweet-Tech for brand awareness, media production, and advertising campaigns.

## Career Experience:

### **Financial Accountant**

Print City Printing & Advertising, Damascus, Syria

01/01/2019 - 01/02/2024

- Managed purchase and sales invoices, reconciled accounts, and collected debts.
- Audited employee salaries, reconciled bank accounts, and conducted inventory adjustments.

### **CEO & Sales Manager**

Holool Exhibition & Advertising, Damascus, Syria

01/01/2015 – 02/01/2024

- Developed business goals and KPIs, supervised sales operations, and identified new growth areas.
- Established strategic vendor partnerships and maximized on-site sales through rebook processes.
- Set and monitored sales targets, drove high performance through effective commission structures.
- Led the sales team, participated in industry events, and directed marketing campaigns.

### **Public Relationship (PR)**

Iso Cert Consultancy, Damascus, Syria

01/01/2012 - 01/02/2015

- Coordinated ISO training courses, managed client communications, and liaised with marketing departments.
- Represented the company at fairs and exhibitions, coordinated ISO trainer TOT sessions.

## **Education and Training:**

- Master's Degree in Financial and Monetary Economics, Damascus University, Syria (2014)
- Bachelor's Degree in Economics, Damascus University, Syria (2008-2014)
- Diploma in Professional & Corporate Business Management, Al Emad Institute, Damascus, Syria (2023)

## **Language Skills:**

- Arabic (Native)
- English (Intermediate)

## **Digital Skills:**

- ICDL
- Adobe Photoshop (Basic Elements)
- Alameen Accounting Software
- Aledari Accounting Software