

# Adham Kenawy

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## Profile:

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Results-oriented professional with a Bachelor's in Business Administration and Accounting. Experienced in retail sales and banking operations, with a proven record of exceeding sales targets and improving customer retention. Skilled in financial transactions, compliance, and reporting. Certified in digital marketing and content strategy. Fluent in English and Arabic.

## Education:

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- Faculty of Commerce English Department, Alexandria University (Sep 2015- Sep 2019): Bachelor of BA & Accounting
  - Relevant Modules: Management, Marketing, Principles of Accounting, HR, and Entrepreneurship

## Experiences:

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- **Raya – Sales Agent** (Alexandria, Egypt) March 2021 – May 2024
  - Managed, counted, verified, and reconciled daily sales with accuracy
  - Achieved 10% over the monthly target for 14 months
  - Conducting weekly reports for the sales performance
  - Planned for new promotional ideas to increase the sales and boost customers' relations with the store
  - Handling cash and credit card transactions through POS system.
  - Retaining customer's satisfaction and loyalty.
- **El Ghanem for electronics – Retail Sales Associate** (Alexandria, Egypt) January 2019 – January 2021
  - Increased sales in the home department by 20% in one year
  - Increased the customer retention and build long-term loyal relations
  - Improved the post-selling services
  - Trained two new retail sales associates
- **Alex Bank – Teller Trainee (Alexandria, Egypt)** May 2018 – October 2018
  - Assisted members with daily transactions, including deposits, withdrawals, and loan payments.
  - Supported the teller line in maintaining compliance with credit union policies and procedures.
  - Participated in a team project at improving the member onboarding process, resulting in a 10% increase in onboarding speed.
  - Provided excellent customer service by addressing member queries and resolving issues promptly.

## Courses & Awards:

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- IELTS / Commercial Excel – University of Alexandria / Digital Marketing - Google
- Academic Writing - University of California, Irvine / Innovation - Intel / Marketing Mix Implementation - IE Business School / Successful Seller Skills – Ebdaa Academy / Presentation Skills – Ebdaa Academy

## Skills & Proficiencies:

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- Skills: Team Collaboration, Time Management, Microsoft Office, Digital Marketing, Social Media, Verbal and Non-Verbal Communication Skills, Detail-oriented, Process-oriented, and Sales Techniques
- Languages: English (Fluent), Arabic (Fluent), Spanish (Fair)

## Volunteering Activities:

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- Participated in many social development projects related to the Egyptian Red Crescent and IFRC