

# SUMMARY

MOHAMED MAGDY

**BRANCH MANAGER**

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Accomplished and results-oriented Branch Manager with over 20 years of experience leading operations across diverse industries, including automotive, sound engineering, and hospitality. Proven ability to manage multi-location teams, improve business processes, and enhance customer experiences. Skilled in overseeing large-scale projects, business development, and operational efficiency while maintaining a high level of customer satisfaction. Expertise in managing cross-functional teams, driving business growth, and implementing strategic solutions to meet company objectives. Adept at navigating complex challenges with innovative problem-solving and creative approaches, with a strong commitment to delivering exceptional results.

# EDUCATION

**Assiut University, Egypt**

Bachelor of Law (LLB)

# WORK EXPERIENCE

**Branch Manager**

**Dettaglioauto (PPF) - Al-Qassim**

**2012**

**Feb 2025 - Present**

Analyze branch performance metrics and prepare regular reports for senior management. Identify operational inefficiencies and implement process improvements to enhance productivity. Coordinate with other departments to align branch goals with overall company objectives.

Ensure compliance with company policies, industry regulations, and quality standards.

Plan and execute local marketing initiatives to boost brand visibility and customer engagement.

**Branch Manager Dettaglioauto (PPF) - Jeddah**

**Jan 2024 - Feb 2025**

Oversee day-to-day operations of the branch, ensuring smooth workflow and high-quality service. Manage a team of professionals, providing training, support, and performance evaluations.

Develop and implement strategies to drive sales and increase revenue.

Build and maintain strong relationships with clients to ensure satisfaction and repeat business. Monitor inventory and supply levels, ensuring adequate stock and timely procurement.

**Branch Manager Bright (PPF Riyadh)**

**Feb 2023 - Jan 2024**

Lead the daily operations of the branch, ensuring compliance with company policies and procedures. Supervise and mentor a team, fostering a positive work environment and driving performance.

Identify opportunities for business growth and implement effective marketing strategies.

Ensure exceptional customer service by addressing client concerns and resolving issues promptly. Track and report on branch performance, setting targets to meet business objectives.

**Branch Manager**

**Car Care (PPF Egypt)**

**Jan 2020 – Jan 2023**

Managed all aspects of the PPF service operations, overseeing daily activities and project timelines. Directed a team of technicians and support staff, ensuring high performance and customer satisfaction.

Coordinated customer consultations and customized solutions to meet their specific needs. Developed and executed marketing plans to increase brand awareness and customer engagement. Maintained financial oversight, managing budgets, expenses, and cost control measures.

**Owner**

**Elhara Café and One Two Café**

**Jan 2015 – Jan 2020**

Founded and managed two successful cafés, overseeing all aspects including operations, staffing, and financial management.

Created and implemented marketing strategies to attract customers and build brand loyalty. Managed daily operations, including inventory, vendor relationships, and budgeting.

Trained and supervised staff, ensuring a high level of customer service and operational efficiency.

**Sound Engineer Pioneer Egypt**

**Jan 2000 – Jan 2021**

Set up and maintained audio equipment for various events, ensuring high-quality sound. Collaborated with clients to understand their audio requirements and provide tailored solutions. Troubleshot and resolved technical issues during live events, ensuring minimal disruption.

Managed sound systems for concerts, conferences, and corporate events, delivering professional results.

Worked closely with event coordinators to ensure seamless integration of audio services with overall event production.

**Sales Representative Pioneer Egypt**

**Jan 2000 – Jan 2005**

 Developed and maintained relationships with key clients to promote products and services.  Identified customer needs and provided tailored solutions, improving sales outcomes.

 Conducted market research to understand customer trends and competitive landscape.  Achieved sales targets and contributed to the overall revenue growth of the company.

 Collaborated with marketing teams to implement sales campaigns and promotional activities.

# PROFESSIONAL SKILLS

 Experienced in project management, leading teams and ensuring successful project completion.  Skilled in business development and creating strategies to grow and expand businesses.

 Strong leadership abilities with a focus on managing and motivating teams.

 Excellent at building and maintaining customer relationships to ensure high satisfaction.  Adept at strategic planning to achieve business goals and improve efficiency.

 Effective problem solver, able to find innovative solutions in fast-paced environments.  Proficient in optimizing operations to increase productivity and reduce costs.

# TECHNICAL SKILLS

 Expertise in sound engineering, including setup and troubleshooting for events.  Advanced knowledge of Microsoft Office (Excel, PowerPoint, Word).

 Experienced in operating and maintaining audio/visual equipment for events.  Familiar with project management tools like MS Project and Trello.

 Ability to analyze data and generate reports for informed decision-making.  Creative in design, helping to support marketing and branding initiatives.

# CERTIFICATIONS

 ICDL Course – International Computer Driving License

# LANGUAGES

 **Arabic**: Native

 **English**: Intermediate