



Ryan Mohammed

Caribbean Sales Representative

Trinidad and Tobago

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Skills

Effective Time Management

Leadership Skills

Industry Trends & Sales
Forecasting

Advanced Sales Strategies

Territory Management

Negotiation Skills

Negotiation Skills

Brand Management

Presentation Skills

Closing Skills

Client Relationships

Profile

My name is Ryan Mohammed and I have over 15 years of Sales and Marketing experience. I bring proven success in Driving Increased Sales, Client Relationships, and Brand Management.

I am a fast learner, highly motivated, and able to work under pressure. I am always willing to learn new skills in order to enhance my abilities.

I have a Bachelor's Degree in Marketing (COSTATT) and a Master's Degree in Business Administration, Leadership, and Entrepreneurship (Anglia Ruskin University, England).

Employment History

Caribbean Sales Representative, Air Masters Windows And Doors, Puerto Rico

April 2021

- To sell and promote Air Masters products throughout the Caribbean islands and to make the company the number one windows and doors solution within my territory through specific marketing and sales strategies and campaigns.
- In 5 months, generated US \$2.75 million in quotations from my territories.
- Established brand awareness for the Air Masters in new territories through specifically targeted marketing campaigns, structured sales calls, cold calling and networking.

Key Account Representative, A.S. Brydens Limited, San Juan

January 2010 — April 2021

- Responsible for the Sales and Promotions of the Company's products in supermarket chains while continuously seeking new opportunities for introducing products to customers. Handling customers' questions, complaints and billing queries with the highest degree of courtesy and customer satisfaction.
- Increased Annual Sales Revenue in the territory by TT \$2.3 million by managing new accounts, conducting samplings and promotions, and aggressive selling of new products to the FMCG market.
- In 6 years have achieved 73 new business accounts by direct sales and marketing campaigns and territory management.

Export Sales Representative, SCRIP-J Printers, San Juan

June 2000 — March 2008

- Grew business in my territory by 60% through new accounts, relationship building, diversifying sales products to existing accounts, and utilizing specific marketing campaigns.
- Responsible for selling and exporting over TT \$45 million in printed products to the entire Caribbean, South America, North America, and Europe via Air, Ocean, and Courier.
- Utilize in-depth industry knowledge to build credibility and become a trusted advisor with customers both domestically and abroad. Knowledge of the details of the export business to ensure that government policies, labeling systems, transportation, and payment laws are followed.

Education

(Hons) Master of Business Administration, Leadership and Entrepreneurship, Anglia Ruskin University, England., St. Augustine

January 2015 — September 2016

(Hons) BBA Marketing, The College of Science, and Applied Arts Of Trinidad and Tobago., Port of Spain

March 2011 — January 2014

(Hons) Associate's Degree in Marketing, The College of Science, and Applied Arts Of Trinidad and Tobago.

January 2009 — April 2011

References

Marsha Joseph from Plant Manager at SCRIP-J
1 868 290 8275

Joseph Robinson from Senior Market Development Manager at The Coca-Cola Company
1 868 381 7467

Jason Reyes from Chief Financial Officer – NH Elias Caribbean
1 868 486 9661

Courses

Dale Carnegie Sales Advantage, Dale Carnegie and Associates

February 2008

Diageo 2010 - Certificate of Participation in Managing Relations and Sales Drivers., Diageo

February 2010

Certificate of Achievement Defensive Driving , • Safety Management International 2010

October 2015