

TAREK GUESMI

Sales & Operations Manager

Riyadh, Saudi Arabia | +966 573 195 431 | guesmitarek48@gmail.com
linkedin.com/in/tarek-guesmi-a6893b337 | Tunisian | Transferable Iqama | Saudi Driving License

PROFESSIONAL SUMMARY

Sales and operations manager with 10+ years of experience across sports club management, construction, and interior finishing. Designed and deployed a complete club management system and automated daily operations using n8n and a wide range of AI tools — saving around 3 hours of manual work per day and increasing renewal revenue by 10–15%. Proven ability to lead teams of 15+, build partnerships, and turn manual processes into reliable automated systems.

PROFESSIONAL EXPERIENCE

Sales Manager — Mustaqbal Tifli Sports Club (children's sports club)

Riyadh, Saudi Arabia | 2023 – Present

- Lead a team of 15 coaches and staff in a club that served 6,000+ members over 3 years (~300 active members).
- Designed and deployed a full club management system covering subscriptions, QR-code attendance, staff tasks, and periodic reports — replacing manual registration entirely.
- Automated daily operations end-to-end (automatic coach notifications for new sign-ups; daily WhatsApp report to the owner with member counts, revenue, and payment methods), saving ~3 hours of manual work per day.
- Increased renewal revenue by 10–15% through automated expiry reminders and promotional campaigns.
- Built partnerships with schools and healthy-food restaurants; organized internal competitions with incentive prizes.
- Monitor training plans with the technical director, track revenue, and coordinate marketing campaigns and design output.

Site Supervisor — Saad bin Muaidh Al-Qahtani Real Estate Development

Riyadh, Saudi Arabia | 2022 – 2023

- Supervised building renovation and restoration projects, notably a residential building in Al-Hamra district and the construction of a sports club in Al-Naseem district.
- Coordinated contractors, suppliers, and owners; ensured quality control and schedule compliance.

Founder & Manager — Tarek Déco (interior finishing)

Tunisia | 2013 – 2022

- Founded and managed an interior finishing business (ceramic, tiles, gypsum, marble) with a team of 5 workers.
- Delivered 15–20 projects per year, managing budgets, schedules, suppliers, and client relationships end-to-end.

CORE SKILLS

- Sales & marketing management — campaigns, renewals, partnerships, customer retention
- Operations & team leadership — task assignment, performance follow-up, reporting
- Business automation — n8n, AI tools (Claude Code, Manus), WhatsApp/email workflows
- Artificial intelligence — professional daily use of a wide range of AI tools (Claude Code, Manus, generative AI for text, image, and video)
- Professional photography — full professional equipment; marketing, product, and event photography
- Design supervision & content — Photoshop, Illustrator, Canva, Figma, social media
- Reporting & documentation — Microsoft Office (Excel, Word, PowerPoint)

EDUCATION & SELF-DEVELOPMENT

- One year of university studies — Networking & Communication Technologies, Higher Institute of Communication Technologies, Hammam Sousse, Tunisia (2013).
- Baccalaureate — Information Sciences, Sfax, Tunisia (2012).
- Continuous self-learning: photography, social media design, AI automation, website building; currently developing video editing skills (DaVinci Resolve).

LANGUAGES & ADDITIONAL INFORMATION

- Arabic: native | French: professional working proficiency | English: conversational (basic).
- Transferable iqama — immediate transfer possible. | Saudi driving license. | Notice period: one month or less.