

Eslam mohamed Mokhtar

Apple Product Knowledge Lead

Professional Summary

Customer-obsessed trainer specializing in the Apple ecosystem (iPhone, iPad, Mac, Watch, AirPods, Apple TV, iCloud, Services). 5+ years designing and delivering experiential learning that simplifies technology, lifts NPS, and accelerates product adoption. Builds scalable curricula, energizes teams, and turns curiosity into loyalty through clear, hands-on training.

Experience

L&D Lead

Btech Academy

2025 - present

- Expanded training scope company-wide across Retail, B2B, E-commerce, and Call Center.
- Designed and governed ADDIE-based programs to standardize learning and align with business goals.
- Addressed performance gaps through targeted training interventions.
- Led adoption of a unified training framework across all business units.
- Launched multi-track programs to unify onboarding and upskilling across categories.

Apple Trainer & Technical Support

B.Tech merchandising

2023 - present

- Assessed training impact through performance tracking and feedback.
- Delivered efficient retail services while consistently achieving sales targets.
- Improved customer satisfaction by resolving challenges with tailored product and service solutions.
- Leveraged Apple ecosystem expertise to resolve complex technical inquiries.

Sales Training

Switch Plus - Apple Premium Reseller

2020- 2023

- Conducted skills gap analyses to identify development needs and improvement areas.
- Designed training curricula within defined timeframes and budget constraints.
- Developed and delivered physical and digital learning materials to support training programs.
- Coordinated performance review sessions with individuals and teams to evaluate strengths and address weaknesses.

Sales Training

Samsung egypt

2019- 2020

- Conducted skills gap analyses to identify training needs and performance improvement opportunities.
- Prepared and analyzed daily sales reports to track performance and support data-driven decisions.
- Developed and delivered educational materials (videos, presentations, and digital content) to enhance learning effectiveness.

Senior Sales

Mobile SHop


2017- 2019

- Guided customers through product ranges, providing expert recommendations on smartphones, tablets, and accessories.
- Delivered in-depth product knowledge and advice, enhancing customer decision-making and satisfaction.



CONTACT

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ABOUT ME

Personal Data

DATE OF BIRTH
Oct . 26 .1994

Address

Nasr City, Cairo ,
Egypt

Education

Faculty of law : Ain Shams University | 2017

SKILLS

Data Analysis

Digital Marketing

Public Speaking

Tech Channel on YOUTUBE

Microsoft Office and iWork

Design Training System

Product Demonstration

Video Editing

CERTIFICATIONS

- **Certificated in Fundamentals of Digital Marketing from Google**
- **Certificated in TRAINING OF TRAINERS (TOT) DIPLOMA from (SETC)**
- **MBA In Progress**