

MOHAMED SAHIR BAWANY

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PROFESSIONAL SUMMARY

Senior Sales Trainer | L&D Lead | Seeking a Senior Learning & Development or Sales Enablement role. Dynamic and results-driven professional with 7+ years enabling high-performing sales teams across APAC. Certified Meta Marketing Expert with expertise in instructional design, sales coaching, performance gap analysis, and digital marketing. Delivered training programmes and personalised coaching resulting in increased productivity and lifted revenue by 25%. Recognised globally for innovative solutions that improved performance metrics.

CORE COMPETENCIES

Sales Training & Coaching • Instructional Design • Curriculum Development • ADDIE Framework • Blended Learning • E-Learning • LMS Administration • Sales Process & Objection Handling • Consultative Sales • Solution Selling • Pipeline & Forecast Management • Performance Gap Analysis • Data-Driven Coaching • Role-Play & Simulated Coaching • Call Quality Analysis • Performance Metrics & Reporting • Needs Analysis • Kirkpatrick Evaluation • Sales Leadership Alignment • Cross-Functional Collaboration • Meta Ads Manager • Meta Business Suite • Salesforce • HubSpot • CRM Platforms • Communication & Presentation • People Management • Facilitation • Team Leadership • Google Workspace

WORK EXPERIENCE

Senior Trainer – Learning and Development Lead

TDCX | Meta Project, Singapore

April 2026 – Present

- Led a team of 8 trainers ensuring 100% daily schedule execution and consistent instructional quality across APAC.
- Built training reports and dashboards providing tech leadership with actionable capability insights.
- Raised learner satisfaction from 4.0 to 4.5/5.0 by redesigning curriculum and implementing structured feedback loops.
- Increased quiz and survey completion from 74% to 90% by optimising assessment engagement strategies.
- Partnered with Sales leads to identify skill gaps and deploy targeted learning solutions aligned to business goals.
- Integrated digital learning tools and e-learning modules into agent journeys, increasing productivity.

Sales Trainer – Meta Marketing Pro

TDCX | Meta Project, Singapore

April 2024 – April 2026

- Delivered ongoing sales training to Meta's SBG across APAC on sales process, objection handling, product knowledge, and platform mastery.
- Conducted one-on-one coaching via performance metrics and role-play, improving call quality, closing techniques, and customer satisfaction.
- Designed a web-based knowledge hub achieving a 50% increase in knowledge retention and sales rep self-sufficiency.
- Aligned training programmes with sales strategy through regular collaboration with sales leadership.
- Analysed sales data, call recordings, and feedback to build tailored coaching plans addressing performance gaps.

Account Specialist – Meta Marketing Pro

TDCX | Meta Project, Singapore

June 2023 – April 2024

- Managed 150+ SMB clients across Southeast Asia, Australia, and New Zealand, leading end-to-end campaign execution and optimisation.
- Provided consultative pre- and post-sale support, tailoring marketing strategies to improve client ROI and conversion performance.
- Guided clients on targeting, creative strategy, and budgeting across Facebook, Instagram, and WhatsApp.
- Collaborated with product, support, and technical teams to deliver seamless account support.

Executive Services – Meta

TDCX | Meta Project, Singapore

April 2021 – June 2023

- Delivered top-tier service and technical troubleshooting for advertisers using Meta Business Suite and Ads Manager.
- Recognised 4x as Top Performer for exceptional resolution rates and customer satisfaction scores.
- Conduct campaign diagnostics and coached clients through best practices for ad success.

Senior Boutique Manager

Jay Gee Health Pte Ltd, Singapore

November 2017 – March 2021

- Led and coached retail teams across 6 locations, achieving significant sales growth and minimal stock loss.
- Developed product knowledge training programmes with a 95% pass rate in UK compliance assessments.
- Spearheaded rostering, scheduling, and new hire mentoring for consistent team performance.

Customer Service Executive

Agoda Pte Ltd, Singapore

October 2016 – November 2017

- Delivered high-volume customer service via phone and email for international clients, consistently meeting KPIs.
- Maintained strong relationships with hotel partners and customers as the primary point of contact.

CERTIFICATIONS

- Meta Certified Media Buying Professional (2026)
- Meta Certified Media Measurement Specialist (2025)
- Meta Certified Performance Marketing Specialist (2025)
- Meta Certified Technical Implementation Specialist (2025)

ACHIEVEMENTS

- GCX Award Finalist – Best Learning and Development Professional (2026)
- Employee of the Year Winner – TDCX (2025)
- Outstanding Achievement Award, Sales Operations – TDCX (2025)
- The Sales Ally Award – TDCX (2025)

EDUCATION

- Diploma in Computer Studies – Informatics Computer School, Singapore (2003)
- GCE O Levels – Bartley Secondary School, Singapore (2000)

LANGUAGES

English (Fluent) • Bahasa Malaysia (Proficient)