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**VIDHI**

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Valid UAE Driving License

**CAREER OBJECTIVE**

A senior/mid-level management position with an established organization in the fields of**Brand Marketing, PR, Banking,Advertising, and Business Development Organization.**

**CAREER SUMMARY**

Dynamic energetic **Marketing Manager, Relationship Manager, Events Coordinator and Business Developer**with over **13 years** of expertise in creating winning brands and promotions that increase sales and brand awareness. Collaborates effectively with marketing and advertising teams as well as corporate manager. Professional regional & branch representative & business strategist with a proven record for ensure continuous quality improvement and liaise with the business units to ensure excellence implementation. Proven record for managing the entire product line life cycle from strategic planning to tactical activities, Pricing strategies & Pricing tools.Expert at designing and launching powerful business development / sales plans to drive a company to the position of leadership within its respective market and simultaneously achieve corporate goals.Solid track record of setting-up and executing events and functions within assigned budget. Advanced understanding of customer needs with diligent attention to detail resulting in superior customer service & high levels of client satisfactionProven ability to increase market share, outperform competition, & increase profits. Strategic planner skilled at both short- & long-range goal setting.

* **Create Brand Strategies**
* **Auditing And Process Developments**
* **Strategic Marketing Planning**
* **Customers Value Development & Management**
* **Market/Business-Trend Analysis**
* **Marketing Plan Development**
* **Market-Share Analysis**
* **Brand Development Presentations**

**EMPLOYMENT EXPERIENCE**

AU FINJA – Manufacturing and Wholesaling of Bangles – 2016 - Present

* **Job Responsibilities:**
* Monitoring product distribution and consumer reactions through focus groups and market research.
* Co-ordinating the launch programme to external customers as well as employees.
* Supervising the sign off of marketing literature and campaigns, liaising with legal and compliance personnel, ensuring the designs and messages meet the company brand and regulatory guidelines.
* Researching consumer markets, monitoring market trends and identifying potential areas in which to invest, based upon consumer needs and spending habits.
* Looking at the pricing of products and analyzing the potential profitability.
* Handling both retail and the diamond wholesale.
* Analyze market and identify opportunities.
* Create, present and implement business plans to expand new products.
* Develop innovative marketing techniques.
* Developed a competitive intelligence matrix that maximized sales and profits.
* Facilitated inter team department meeting implementing and tracking targets to develop product at a reduced costs.
* Trained company and customer personnel on products features and benefits.
* Handling major clients like Dubai Duty Free
* Handling major markets – Iran, Middle-east & GCC. Along with Clients from USA, Uk & Europe, Africa, Indian Sub continent

Gold AE – A Subsidiary of Gold Holding, Dubai, UAE- Sep 2014 – 2015

**Sales & Marketing Manager**

* **Job Responsibilities:**
* **Sales Target – have a sales target of around 1.2 mn USD – from Gold Trading accounts**
* develop a sales strategy to achieve organizational sales goals and revenues
* set individual sales targets with sales team
* delegate responsibility for customer accounts to sales personnel
* co-ordinate sales action plans for individual salespeople
* oversee the activities and performance of the sales team
* ensure sales team have the necessary resources to perform properly
* monitor the achievement of sales objectives by the sales team
* liaise with other company functions to ensure achievement of sales objectives
* evaluate performance of sales staff
* provide feedback, support and coaching to the sales team
* plan and direct sales team training
* assist with the development of sales presentations and proposals
* co-ordinate and monitor online sales activity
* investigate lost sales and customer accounts
* track, collate and interpret sales figures
* forecast annual, quarterly and monthly sales revenue
* generate timely sales reports
* develop pricing schedules and rates
* formulate sales policies and procedures
* help prepare budgets
* control expenses and monitor budgets
* maintain inventory control
* conduct market research and competitor and customer analysis
* analyze data to identify sales opportunities
* develop promotional ideas and material
* attend trade meetings and industry conventions
* cultivate effective business relationships with executive decision makers in key accounts

Kiara Jewels DMCC, Dubai, UAE–**Jan 2011 to 2014**

**Brand & Marketing Manager**

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* Handling majorclients like Dubai Duty Free and in conversation with the world duty frees namely Mauritius, Jordon, and Cairo.

INDIGOLD Factory DMCC, Dubai, UAE–**Aug 2006 to Dec 2010**

**Brand & Marketing Manager**

* **Job Responsibilities:**
* Analyzes market, consumer, and competitive information to support brand manager in setting new product pricing and managing price on existing items.
* Develops pricing & pack strategies, improved margin mix, trade spending plans and distribution goals.
* Conducts analysis and periodical reviews of the brand & competitive to enhance the brand’s equity and marketplace performance.
* Handling both retail and the diamond wholesale.
* Analyze market and identify opportunities.
* Create, present and implement business plans to expand new products.
* Develop innovative marketing techniques.
* Developed a competitive intelligence matrix that maximized sales and profits.
* Facilitated inter team department meeting implementing and tracking targets to develop product at a reduced costs.
* Trained company and customer personnel on products features and benefits.
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Abu Dhabi Commercial Bank, Dubai, UAE–**May 2006 to Aug 2006**

**Relationship Manager – Insurance**

* **Job Responsibilities:**
* Manage and enhance the existing commercial portfolio and solicit acceptable new relationships in order to meet the pre-set financial non-financial objectives.
* Establish new borrowing relationships for Business Banking (SME), preparing the required credit and financial analysis as per the bank policies and procedures to enhance the bank’s market share.
* Seek out new clients and develop clientele by networking to find new customers and generate lists of prospective clients.
* Established relationships with prospective clients through workshops and seminars.
* Gained trust and confidence of client to evaluate current financial status.
* Call on policyholders to deliver &explain policy, to analyze insurance program &suggest additions, or to change beneficiaries.
* Calculate premiums and establish payment method.
* Customize insurance programs to suit individual customers, often covering a variety of risks.
* Sell various types of insurance policies to businesses and individuals on behalf of Alico, and Zurich.
* Monitored and advised clients of market changes and consequences.
* Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.
* Explain features, advantages and disadvantages of various policies to promote sale of insurance plans.
* Contact underwriter and submit forms to obtain binder coverage.
* Ensure that policy requirements are fulfilled, including any necessary medical examinations &the completion of appropriate forms.
* Confer with clients to obtain and provide information when claims are made on a policy.
* Processed all transactions for the customers.

ICICI Bank Ltd, Dubai, UAE–**April 2004 to April 2005**

**Customer Service Representative**

* **Job Responsibilities:**
* Handle transactions and answer customer queries.
* Decipher customer needs and offer the best solution based on proper company policies.
* Effectively communicate ideas, suggestions and answers.
* Refer customers to people who specialize with the type of problem or query they present.
* Handling team of nine relationship managers.
* Sourcing out new clients for the team via the internet, directories and cold calls.
* Handling the entire back end office work for the team and maintaining post clientele relations.
* Performed administrative functions on a daily basis such as opening of new accounts, and marketing of new customers.
* Been an active member of the marketing department during events and seminars.
* Conducted regular monthly meetings & presentations.
* Handled customer service and troubleshoot customer complaints and issues.

Encounter Zone, Wafi City, Dubai, UAE–**Jun 2001 to Jun 2004**

**Customer Service**

* **Job Responsibilities:**
* Controlling all the rides and assisting guests on floor.
* Arranging birthday parties and events during various occasions.
* Conducting summer camps for children aged 5 to 15.
* Maintaining the records of various gift items given away.
* Handling the HR department during the absence of the HR Manager.
* Interacting with the public taking suggestions and working towards implementing them.

Rangmanch Theaters, Dubai, UAE–**Feb 2005 to Present**

**Compeering & Events Coordinator**

* **Job Responsibilities:**
* Coordinate details of events such as conferences, charity events, trade shows, sales meetings, business meetings, employee appreciation events and virtual events.
* Calculate budgets and ensure they are adhered to.
* Coordinate and monitor event timelines and ensure deadlines are met.
* Initiates, coordinates and/or participates in all efforts to publicize event.
* Edit and design promotional materials.
* Prepare presentations.
* Compeering at all their theater events.
* Introducing various programs and making presentations.
* Assisting in making all the necessary arrangements during the day of the events.

**EDUCATION AND CREDENTIALS**

Manipal University Dubai, U.A.E

* **Bachelors of Science: Computer Information Systems, 2005**

**MEMBERSHIP**

* **10 YEARS MULTIPLE ENTRY VISA – United States of America, Travelling to various places like the Middle-East, Mauritius, Jordan, Egypt, Europe, India, Attending exhibitions worldwide.**

**SPECIAL SKILLS**

* **Conducting Training Sessions:**

Extensive training sessions for Duty Free Staff over product maintenance and product knowledge

Inspirational talks with various organizations regarding Sales and Marketing

Training on commodity trading and investments

Women Orientation and inspirational talks with Home Makers who can be bigger brighter Business Women.

* **Computer & IT:**

Microsoft Office™ (Word™, Excel™ PowerPoint™)

Windows™ (7™, Vista™, XP™)

Outlook

Internet

MS-DOS

HTML

Microsoft Front Page

Java Script,

Java, E-Commerce

Photoshop

Macromedia Flash

* **Language:**

English – Fluent

Arabic – Medium

Hindi – Fluent

* **Strength**

Self-motivation and honesty.

Decisive and forward thinking, with strong vision and strategic capability.

Ability to network and liaise with clients at every level.

Capable of operating within highly competitive industries.

Excellent communication skills both written and verbal.

Motivational and credible with highly effective interpersonal skills.

Ability to persist with a task until objective is achieved.

Strong and quick acquiring of new technologies.

**PROFESSIONAL REFERENCES**

* Available upon request