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| **ALIQUE**  **Electronics Engineer/ Sales & Business Development**    **E-mail:**  [alique.205774@2freemail.com](mailto:alique.205774@2freemail.com) | C:\Users\Aliq\Downloads\tj\aj passport.jpg |

“Qualified engineering professional with expertise in managing sales, distribution, multi tasking and technical support in electronics and other industries. Career record in achieving assigned targets on the basis of adopting dextrous techniques, managing subordinates and maintaining dedicated work approach. Focused individual who can bring to your business innovative ideas, out of box thinking packed with management experience and technical skills. Possess excellent leadership, client convincing, follow ups, presentation,

communication, interpersonal and IT skills”

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| Career Snapshot |  |

**Senior Sales Engineer (LOW VOLTAGE SYSTEM)**

Dec 2014 – Present, DCD Technologies ME FZCO, Dubai.

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**Duties & Responsibilities:**

* Responsible for selling the company’s products, responding to clients' queries, and providing advice and support on a range of product related issues.
* Cost Estimation (Electrical & Civil) for various projects related to Installation for Medium & Low Voltage Substations.
* Prepare Pretender clarification and communicate with client to understand the scope and specification in a right manner. Prepare quotation requests and communicates with equipment suppliers/sub-contractors to get the offer in time.
* Follow-up with Client after submitting the bid and get the feedback about the bid and convince them in technical / commercial aspects to get the order.
* Arranging Dispatch, clearance and coordination until delivery of materials to site.
* Introducing new electrical suppliers from all the over world into the utilities in United Arab Emirates and generating business for them with technical help.
* Business Development - Generating enquiries from clients, contractors etc for Installation of electrical products.
* Coordination as a single point contact in order to communicate with the clients, contractors etc in fulfilling their technical requirements, offer finalization including commercial parts in the offer.
* Responsible for developing the best sales techniques to achieve sales target.

**Sales Engineer (HVAC)**

June 2014 – Nov 2014, City Breeze Technical Services, Dubai.

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**Responsibilities:**

* Implement business development and sales activities to maximize sales, profitability, market penetration and growth of all product lines.
* Develop communications and implement long and short term sales strategies, policies and programs to achieve sales goals.
* Ability to develop and maintain strong relationships with OEM’s, manufactures representatives, wholesalers, distributors, contractors, engineering firms and end users.
* Provided knowledge and consultation in the form of developing HVAC system related solutions.
* Perform the tasks of marketing and selling HVAC equipment as well as provide strategies to expand sales team.
* Handle responsibilities of visiting customer site to gather requirement and prepare proposals as per the requirement.
* Perform responsibilities of selling HVAC products to contractors and large scale distributors.

**Technical Sales Engineer (ELEVATOR)**

May 2013 – May 2014, Obaidallah Group Of Companies, Dubai.

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**Responsibilities:**

* Generating new business, builds, & maintains strong relationship with existing & new clients.
* Time to time follow up with the contractors and consultants enquire about their future requirements.
* Handled testing, periodic service maintenance check, and repairs elevators, including replacement of damaged parts and components.
* Maintained accurate and comprehensive reports to be submitted to managers.
* Supervised electrical and mechanical work for the elevators.
* Made regular inspections of operation.
* Managed sales and engineering duties.

**Application Engineer, Sales & Marketing**

Jan. 2011 – April 2013, Voltec, Pakistan.

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Sell industrial Motors, Generators, Modules, Avr, Alternators and associated products. Evaluate and suggest product and service solutions in line with client needs and requirements. Orchestrate meetings to assess and implement product and service enhancements. Successfully manage sales force, client management, business contacts, as well as administer enterprise-wide reporting. Generate and submit weekly project status and progress reports to senior-level management to support business directives.

**Key Contributions:**

* Explored potential markets, developed business relationship for the company.
* Reviewed and analyzed market trends, competitor information, pricing and recommended counter strategies to retain existing business.
* Formulated the scheme of market popularization and network marketing.
* Application support and industry projects tracing to sales office to achieve the sales budget and new industry market application research.
* Pay suitable visits to end users for seminars and technical presentations with salesperson or distributors while collect marketing information and competitor information analysis.
* Dealing with clients to maintain their quality satisfaction with providing best services.
* Identified and exploited market opportunities for increase in sales volumes and also to combat competitor activity through appropriately designed sales promotion activity.
* In charge of order execution, price negotiation and effective follow up with clients.

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| Training & Internships |  |

**Phillips Pakistan LTD**

June 2010 – Dec 2010

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Worked as Internee in DHA cricket ground flood lights project

Designed, built, and installed electrical instrumentation systems in a variety of projects

Supported design reviews, and the development of failure mode effect analysis

design validation planning and review programs

**Siemens Pakistan LTD**

Jun. 2009 – Aug 2009

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Participated in the training of Network analysis of MV / LV Panels

Installation and maintenance of electrical and electronic related equipments through the coordination of maintenance teams Tasks at work include support of senior technicians and engineers in the troubleshooting, operation and maintenance of various electrical equipments such as RF amplifiers, DC power supplies, PLC etc

**Civil Aviation Authority (PIA)**

June. 2008 - Aug 2008

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Gained vital knowledge on ECR, RADAR and AMHS

(Aeronautical Message Handling System)

Liaised with engineering staff on all aspects of web content relevant to the above sector

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| Capabilities |  |

**Business Development**

Develop plans which deliver growth by identifying key customers, key targets, priority service lines and activities which will drive focus on revenue generation and profits

Develop thinking around best practices, constructively challenge objectives and aims

Prospect aggressively and develop new customers through networking, referrals and lead generation through marketing programs and follow up appropriately to obtain business contracts

Learn and implement new ways for company to differentiate itself in the marketplace

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| Education |  |

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| **BS- Electronic Engineering:** Sir Syed University Of Engineering & Technology, Karachi | **2010** |
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| **HSC – Pre-Engineering:**  Adamjee Govt. Science Collage, Karachi  **SSC – Computer Science:** Chiniot IslamiaSchool, Karachi | **2006**  **2004** |

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| Key Skills |  |

**Computer**

* Working knowledge of Programming languages Java C++,Assembly
* Web Designing basics using HTML,DHTML
* Graphic designing certificate on Adobe Photoshop
* MS-Office, Auto Cad, Mat lab

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| Personal Details |  |

Nationality : Pakistani

Date of Birth : 25th September 1988

Marital Status : Married

Driving Licence : Yes

Languages : English, Urdu

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| Reference |  |

Furnished promptly upon request with supporting documents