

SHAKEEL

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Dynamic, Entrepreneurial sales management strategist with a 13+ year record of achievement and demonstrated success driving multimillion dollar sales growth while providing sales leadership in highly competitive markets. Adept at driving growth of company revenues and enhance sales team performance. Exceptional mentor and tenacious in building new business, securing customer loyalty and forging strong relationships with external business partners.

Currently working as **Sales Manager** with **AQUA RODOS CORPORATION** - Dubai.

Aqua Rodos deals with home furniture (kids room, living room, bedroom), kitchen furniture & the bathroom furniture. It has its own manufacturing facility in Kiev – Ukraine. It has a good market share in Russia & other CIS countries for the last twenty years.In order to tap the middle eastern market, It recently opened its office & a showroom on Sheikh Zayed Road. It opened one more showroom in Jeddah – Saudi Arabia. Abu Dhabi project is underway. For further information pl visit www.aquarodos.com.

## PRIDE OF KASHMIR FURNITURE/FURNISHING TRDG. CO. L.L.C, DUBAI.

## Company Profile: Pride Of Kashmir is a leading dealer of home furniture & furnishings, ethnic and modern furniture. It deals with handmade/hand knotted carpets as well. It has offices spread over UAE and India.

## Position: Showroom Manager

## Tenure: June 2003 – September 2011

## Key Responsibilities:

* Oversee all sales and business development functions of 14000 sft showroom in Al Quoz. It included new product roll out, key account management, customer relationship development, contract negotiations and order fulfillment. Provide cross functional team training, coaching, mentoring & imparting product knowledge to sales team to maximize the sale. Design implement, regular display checks of the fit outs in showroom for giving clear concept to potential clients in close co-ordination with interior designer/decorator.
* Instrumental in complete turnaround of underperforming sales team, set higher expectations and instituted team member accountability resulting in revenue increase over the years.
* Keeping close touch with the warehouse manager & delivery manager for the smooth conduct of the business & timely deliveries to the customers.
* Keep myself updated about the product availability in co-ordination with inventory controller.
* Update my senior managers about the conduct of business & submission of sales reports to the accounts department.
* Consistently developed strong, sustainable relationship with our Key accounts and their executives which are responsible for making orders.

##  (2) MARINA GULF FURNITURE/FURNISHING TRADING CO. L.L.C. DUBAI.

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## Company Profile: MARINA Furniture & Furnishings currently has 25 large retail showrooms in India & the Middle East markets, the main being over 25,000 square feet large in Dubai, United Arab Emirates. Marina deals with exotic & modern home furniture. It also deals with office interiors from India, Indonesia & Italy. Managed key accounts to ensure service quality and repeat business. Provide leadership and coaching to sales team. I have handled key showrooms so far in my career at Marina.

## Position: Showroom Manager

## Tenure: June 2001 – June 2003.

## Key Responsibilities:

* Attained $1.8 million in annual sales (FY 2002), exceeding target by $300,000. Ranked as one of the company's top 5 sales managers.
* Increased sales by 20% in 2002 by diligently following up on all leads, orchestrating direct mail campaigns, and providing excellent account services.
* Expanded territory sales by contacting all former customers and offering attractive prices.
* Introduced competitive analysis (through phone surveys), enabling sales staff to improve performance by understanding buyer motivators.
* To follow up with the delivery manager and stock manager for the availability of goods in order to provide timely delivery to the clients.

## SUN & SAND SPORTS CO. L.L.C. DUBAI – UAE.

## Company Profile: Sun and Sand Sports L.L.C. (SSS) established its first retail outlet in 1979 in Dubai and currently has thirty eight retail stores spread across prominent shopping malls and key locations in U.A.E., Kuwait, Qatar and Oman. It is the sole distributor of “NIKE” products in UAE.

## Position: Floor Sales Supervisor, Deira City Centre Branch.

## Tenure: Aug, 1996 – Sep, 1997.

## Key Responsibilities:

* Initiated a twice monthly product training program for associates and support staff to enhance knowledgeable response to customer questions and provide sales staff with tools necessary for benefit driven sales presentation.
* To ensure in-time deliveries to the customers. Targeted previously untapped market through creation of "invitation only" product demos for key market segment. Well attended market penetration increased the product sales to various stores. This led to on spot orders from Customers.
* Often achieved "preferred supplier" status, setting the stage for repeat business with high-profile accounts.
* To prepare the daily reports (Leads, Sales.)

## PICTURE ADVERTISING CO. DUBAI – UAE.

## Company Profile: Company publishes the directory in Russian as well in the English languages yearly. This directory is made available at all public places, hotels & airport to facilitate and guide the Russian visitors and expatriates in UAE.

## Position: Sales & Marketing Executive

## Tenure: May 1996 – Aug 1996

## Key Responsibilities:

* Sold the advertising space to clients in the market for the company’s sponsored directory.
* I developed advertising strategies to achieve continued revenue growth.
* Facilitated employee meetings, opening lines of communication and promoting acceptance of corporate goal to improve customer relations.
* Established strong vendor relationships.

#### Educational Qualification

* Master of Arts (MA) from Kashmir University – India.
* Diploma in Computer Applications from Kashmir University – India.

#### Computer Skills

* Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft Windows 98/2000.

**Marital Status:** Married

**Visa Status:** Residence

**Languages:** English, Hindi, Kashmiri and Urdu.

**Driving License:** Valid UAE Driving License.

**Interests:** Meeting new people, reading, traveling and driving.