**"END TO END MARKETING CAMPAIGNS AND MANAGING THE ENTIRE BIG 5 EXHIBITION 2015 DUBAI"**

**More than 6 years of good B2B and B2C sales and marketing experience in business development and direct marketing, delivering appropriate solutions to drive sales, convinced and added more customers. Handled many campaigns in different areas of United Kingdom and gained good knowledge of market trends while working with my sales team and healthy interactions with customers from various ethnic backgrounds.**

**AREAS OF EXPERTESE**

* *Market research ,* Excellent communicator , Good negotiator - Direct marketing
* Business to Customer(B2C) , Strategy planning and execution , Maintaining CRM
* Vendor and client communication , Internet and telephonic marketing , B2B
* Monitoring Competitors , Team building and leadership , Campaign Optimisation
* New and existing product promotion & Identifying Opportunities
* Implementing Action plans Driving profitability
* **SKILLS**
* ADVANCED SALES & ANALYZING SKILL ABLE TO BUILD TRUST IN CUSTOMERS
* PRESENTATION SKILLS EXAMINING RISK AND POTENTIAL
* LOW PERCENTAGE OF CLIENTS EXIT FLLUENT HINDI &ENGLISH LANGUAGE

**PROFESSIONAL EXPERIENCE**

**MARKETING EXECUTIVE AL MUQARRAM INSULATION MAT.LLC (JUNE 2015 -DEC 2015)**

United Arab Emirates - Sharjah

**END TO END MARKETING CAMPAIGNS AND MANAGING THE ENTIRE BIG 5 EXHIBITION 2015 DUBAI**

***Responsibilities handled:***

* Organizing, Management and attending events such as conferences, seminars, receptions and exhibitions.
* Responsible for Pre and Post Exhibition activities arrangements.
* Leads generation, Lead Qualification and Lead Materialization follow up with Sales Team.
* Design, review and get approval of all the marketing materials (catalogues, broachers, profiles, fliers etc.
* Design of promotional materials, email newsletters, flyers and company catalogues'
* Maintain prospect database and providing qualified leads to sales team.
* Review and coordinate all the marketing campaigns with sales team, implement it & evaluating marketing camPaigns.
* Contributing and developing,marketing plans and strategies in close coordination with MD
* Managing the production of marketing materials, company profiles, broachers, including
* leaflets, posters, flyers, newsletters, e-newsletters and DVDs, CDs.
* Supervising designer and Liaising e-marketing executive.
* Conducting market research, questionnaires distribution and develop focus groups and reviewing marketing budgets and effectively control at expenses.
* Plan, organize, and launch the new products in target markets.
* Creation and execution of Email based marketing campaigns.
* Advertising campaigns, Press Releases and Product publications.

**Sales Manager (Real Estate) Sky Hill Developers Pvt. Ltd. 2014-2015**

***Responsibilities Handled:***

* Finding potential buyers in a position to proceed with purchase properties on an acceptable price.
* To show the clients around a property.
* To update existing clients on company's database regarding new properties in the specific areas.
* To supervise estate sales agents.
* To meet franchised dealers to stimulate sales.
* To assess potentials of new and existing advertising sites.
* To introduce new projects within targeted areas.
* Inspire team to achieving high performace.
* Helps agents to close sales deals by coordinating through negotiating contracts.
* To mantain relationship between existing clients.
* To develop and implements strategies to sell properties.
* Consulting with department heads to plan advertising property in right and appealing way
* Performed administrative duties and stay updated on latest trends in existing real estate industry
* Represented company at trade shows to promote company products
* Planned and directed staff training and performances for improving sales
* Set targets for sales on monthly/yearly basis
* Direct clerical staff to keep records of official expenses and other inventory management
* Motivate agents to close sales by facilitate training and negotiating programs
* Finding buyers in a priority to proceed with purchase and willing to pay an acceptable price
* Referred buyers to mortgage arrangers for quotations and advice
* Resolved clients complaints regarding sales services

**Marketing Manager Edventedge Marketing Consultants 2010- 2014**

***Responsibilities Handled:***

* Responsible for all the activities concerned to organization’s sales and marketing department to the right market whether its B2B or B2C
* Assist in business development and being part of marketing campaigns
* Researched and gathered information on other competitor campaigns as a part of business development
* Prepared various marketing and promotional campaigns for Restaurant business
* Prepared the service offerings of the company to various clients
* Kept and maintained complete record of sales and planned new strategies for better marketing
* Recruited/Founded teams with high motivation and instant support to increase the sales and promote the products in terms of marketing development
* Delivered all marketing activities within budget by the company
* Managed all aspects of print production, receipt and distribution
* Conduct market research to identify market changes and requirements for current products.
* Developed and implemented a company-wide plan to push product, working with management and other departments for its execution

**Marketing Executive Edventedge Marketing Consultants 2009- 2010**

Responsibilities Handled:

* Suggested new systematic strategies for better marketing and advertisement of products and services
* Always had a creative mind-set to make every sale effective by implementation of new and focused sales pitch
* Analysing and investigating competitors prices on other campaigns
* Evaluating marketing campaigns and promotional activities on the basis of target and location
* Managing Liaising with designers and printers for the production of marketing materials, including leaflets, posters and flyers
* Arranging for the effective distribution of marketing materials and updating customer databases;Supporting the marketing manager and the sales team
* **AWARDS AND ACHIEVEMENTS**
* Implemented marketing strategy as an initiative, through customers’ feedback to improve the productivity.
* Able to retain old customers and continuously added new customers for the company.
* Effectively handled every promotional campaigns and THE BIG 5 EXHIBITION 2015 DUBAI
* HIGHLY PRAISED by the visitors and the company MANAGERS for the OUTSTANDING STAND DESIGNS AT BIG 5

**EDUCATION DETAILS**

* Post Graduate Certificate in Business Administration (level 7) from **University of Wales**, Cardiff(United Kingdom) in **2011**
* Certificate in Human Resource Development from **Edinburgh Business School,** Heriott-Watt University (United Kingdom) **2009**
* MSc in Bio-chemistry from **HNB Garhwal University** Dehradun in **2006**
* BSc (zoology, botany and chemistry) from HNB Garhwal University Kotdwara in **2004**
* Higher Secondary School Certificate from SGRR public school Dehradun in **2001**
* Secondary School Certificate from SGRR public school Dehradun in **1999**



**Gulfjobseeker.com CV No:** **1517388**