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|  **CURRICULUM VITAE**   PERSONAL DETAILSDate of Birth : 30/10/1989Sex : MaleNationality : IndianMarital Status : SingleLanguage Known : English, Malayalam,Tamil  Hindi & Arabic (Read & Write) | **SHAFEER** CAREER OBJECTIVEA dynamic management professional seeking challenge and willing to exhibit managerial skills looking forward to be associated with a progressive organization where there is scope to utilize the skills and be part of a team that works towards the growth of the organization.WORK EXPERIENCE* **SALES EXECUTIVE / OFFICER in HAVELLS INDIA LIMITTED (Jan’ 2015 to March’ 2016)**

 ***RESPONSIBILITIES:***Business to Business B2B sales Channel Sales and Distribution sale.Customer and stake holder relationships,boarding new clients.Promotional activities, marketing activities, sales strategies,brand management,periodic and dialy visits,lead generation.* **HR ADMINISTRATIVE OFFICER in SUNRISE GROUP - ISO 9001 CERTIFICATION. (Sept’ 2013 to Oct’ 2014)**

***RESPONSIBILITIES:***Employee attendance,insurance, benefits, performance management systems ,HR policies and procedures.Identify staff vacancies, interview and orientation and trainingAllocate human resources, ensuring appropriate matches between personnel.coordinating with PRO.Leave management,exit interview,final settlement,End to End Recruitment,Updating file, working conditions, wages, opportunities for promotion, and employee benefits.PROFESSIONAL EXPERIENCE**PERSONNEL AND HUMAN RESOURCES**Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and personnel information system**CUSTOMER AND PERSONNEL SERVICE**Knowledge of principles and processes for providing customer and personal services includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.**PUBLIC SAFETY AND SECURITY**Knowledge of identical safety measures and public security**MARKETING AND SALES**Channel sale and Distribution sale**DEPARTMENTAL HUMAN RESOURCES**Directions and knowledge of human resources activities such as employee services, training, payroll .Identifies hiring needs recruitment plan, organizational chart. |

ADDITI ONAL SKILLS

* Knowledge in HR recruiting using different portals.
* Expertise in creating and focusing Brand value and Brand image.
* Attended training from HAVELLS INDIA LTD in FMEG Sector.
* Ensuring compliance with health and safety, and security regulations.
* Participate in exhibitions and promotions.

CAREER ACHEIVEMENT

* Awarded for Outstanding Performer award for crossing the targets continuously.
* Raised the brand value of the products from 7th level to 2nd level in the Market.

COMPUTER PACKAGES

* Microsoft Office.
* Microsoft Operating system.
* Internet & installations
* Microsoft Hardware and software.

ACADEMIC PROFILE

* **MASTER IN BUSINESS ADMINISTRATION (MBA)** specialized in **HUMAN RESOURCE AND MARKETING,** from Kerala University, Trivandrum
* **BACHELOR OF SCIENCE IN ELECTRONICS AND COMMUNICATION (B S C),** from Calicut University
* **PLUS-TWO** from Board of Higher Secondary Examination, Kerala, India.
* **10th** from Central Board of Secondary Examination, Kerala.

ADDITIONAL INFORMATION

* Participated in various Management Fests at MBA.
* Act as a student coordinator in Latitude (National Management Seminar) conducted by the Institute of Management in Kerala.

AREAS OF INTEREST

* Human Resource Management
* Industrial Relations
* HR Training and Development
* HR Recruiting
* Marketing
* Sales and Promotions
* Consumer Behavior
* Marketing Research

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