** YASIR**

**Mobile:** C/o 0505891826

**E -Mail:** [yasir.358188@2freemail.com](mailto:yasir.358188@2freemail.com)

**Professional summary:**

* Over 2 years of experience in Sales and Marketing (FMCG, Health Care, Industrial Products, etc)
* Providing solution to the customer’s problems
* Hands on experience in providing prompt assistance to customers.
* Advance customer service skills with good presentable and Pro-active behavior.
* In-depth knowledge of the product and services
* Command on Verbal & Written communication Skills, presentation and interpersonal skills.
* Tracking the new Client in Market to develop business strategies
* Improving the business Strategy of the Company as per Market Condition with Competitors.

**Professional Experience:**

## Harbal Care India Private Limited, Aligarh, UP. India

## Sales Promotor, January, 2016 – February, 2017

* Responsible for the product awareness, customer satisfaction and driving the sales
* Exceed sales goal by building productive relationship with distributors, whole-sellers and retailers
* Assisted and encouraged customers in selecting and purchasing required products
* Describe merchandise and explain the usage and benefits.
* Received all sort of payments, orders and invoicing
* Maintained sales records, reviewed sales prices

**ATX Learning, Aligarh, UP., India**

**Business Analyst, June, 2015 – December, 2015**

* Designed marketing and e-marketing materials for advertisements and create Brand awareness
* Proper communication to the clients and the consultant for identifying preferences and requirements.
* Maintained the relationship to the consultants and the clients by providing services.
* Analyzed competitors and market to identify the trend and designed marketing strategies.

**Academic Qualification:**

* Master of Business Administration (MBA), **2015**

**Specialization:** Marketing and Operation

Aligarh Muslim University, Aligarh

* P.G. Diploma in Business Finance (DBF), **2013**

Aligarh Muslim University, Aligarh

* Bachelor of Arts (Hons.), **2012**

Aligarh Muslim University, Aligarh

**Professional Training and Internships:**

**Organisation BIG BAZAAR BHARTI AXA**   **Duration** 8 weeks 8 weeks

**Field** *Consumer Buying Behavior: A Investment of Investor and their*

*Case Study Of Big Bazaar* *exposure to Equity Market*

**Professional Projects and Dissertation:**

|  |  |
| --- | --- |
| **MBA Project** | *Interplay of Recognition and Recall Measuring effectiveness of television advertising* |
| **Synopsis** | In this project I find the recalling power of viewers of advertisements. Also, advertisements shown in which time zone of TV programs are recalled easily.  Advertisements with or without celebrities, which one has greater recalling power and similarly colour or black&white ads have better recalling power. |
|  |  |
| **DBF Project** | *A Study of Infrastructure of Finance Companies in India* |

**Technical Proficiency:**

* + Social Science Package of Statistics (SPSS)
  + MS Office – Word, Power Point, Excel, Outlook
  + Photoshop

**Certification and Achievements:**

* + Certificate of training in ***Computer Fundamentals and M. S Office.***
  + Organized World Water Conservation Day in College, 2014
  + Participated ***National Level Management*** Meet in Kannur, 2013
  + Certificate in the ***National Level Language Test*** by Ministry of HRD, Govt. of India.
  + Got Third Position in District. Football Sangh, Aligarh.

**Personal Profile:**

|  |  |
| --- | --- |
| Date of Birth | 15th April, 1992 |
| Religion | Islam |
| Nationality | Indian |
| Languages Known | English, Urdu and Hindi |

**Yasir**