1. **Deepak**
2. deepak.363210@2freemail.com

**Senior executive/Manager: Luxury Retail & Corporate Sector**

***Department Administration ~ Sales & Marketing ~ Business Development***

***Events & Exhibitions ~ Client Relations***

***Seeking a challenging senior level assignment with an organization of repute with a view to add further business value–***

**Executive Summary**

* Creative and energetic industry professional with 12+ years of versatile experience in optimizing event operations, business development, client relations, expansion of marketing network while managing competition, consequently achieving high productivity standards.
* Outstanding ability to interact with clients, understand their requirements and accordingly devise customized solution, thereby ensuring complete customer satisfaction and creating repeat business opportunities.
* Efficient team leader with excellent organization, communication, presentation and interpersonal skills; capable of resolving multiple issues utilizing analytical skills.

**Core Competencies include…**

|  |  |  |
| --- | --- | --- |
| * Client Relationship
* Enthusiastic and Self-motivated
* Self-assured and Confident
* Campaign Management
* Strategic Planning
 | * Event & Exhibition Specialist
* Time management
* Organizational Skills
* Training
* Data analyses
 | * Effective Leader and Team-motivator
* Communication Skill
* Vendor Relationship Management
* Cross-Functional Coordination
* Process Improvement
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**Awards &Accolades**

* Honored with a Certificate of Appreciation from the Environment & Protected Areas Authority - Government of Sharjah (UAE) on the International Museum Day | Organized at Sharjah Natural History and Botanical Museum

**Recent Work Experience**

**Dhamani Jewels DMCC, Dubai, UAE In-Charge-Exhibitions & Customer Relations . Mar 2012 to Present**

*Dhamani Jewels DMCC is one of the largest wholesaler, supplier and retailer chain of the High End Exclusive Diamonds and Gemstones Jewellery, with 15+ exclusive retail stores across Flagship Malls and Five Star Hotels in UAE – Burj Al Arab, The Dubai Mall, Mall of the Emirates, Emirates Towers Hotel, Palm Jumeirah & Emirates Palace Abu Dhabi*

**Key Result Areas-**

**Retail Support-**

* Direct reporting to the COO and Directors, while supervising 14 stores for customer follow-up and query updates and one assistant.
* Managing the Online Queries & Complaints from various clients, while exploring and resolving customer issues that are complex or long-standing.
* Conducting SMS Campaigns, E-Mail Campaigns, and Birthday & Anniversary Greetings.
* Sustaining the Retail Customer Database, while verifying Buying Patterns, and ensuring adequate Customer Satisfaction and Response Rate.
* Utilized sales and marketing tools to create brand awareness in the market.
* Developed strategies and business for the firm by building corporate relationships with customers and the industry/market leaders

**Assignments & Projects:**

**International Jewelry Shows**

* **Mid-East Watch and Jewelry Show**

Sharjah Expo Centre – (Bi-Annual Show)

Since March 2012 (11 Editions)

* **Dubai International Jewelry Week**

Dubai World Trade Centre (Annual Show)

Since Nov 2012 (5 Editions)

* **International Jewelry and Watch Show**

Abu Dhabi National Exhibition Centre

Since May 2012 (Annual Show) 6 Editions

* **Global Gem and Jewelry Fair**

Supported by Dubai Multi Commodities Centre & the Gem and Jewelry Export Promotion Council, Mumbai- India at Palm Atlantis Hotel, Dubai – March 2014 – B2B Show – 1 Edition

* **Vicenzaoro Dubai**

Supported by Dubai World Trade Centre & Fiera De Vicenza Italy at Dubai World Trade Centre - Apr 2015 & Apr 2016 – B2B Show – 2 Editions

**Brand Awareness Campaigns & Events**

* **DSF - Dhamani Fashion show** – Jan 2015 (World’s most exclusive fashion show by support of Dubai Government) at Hotel Armani – Burj Khalifa Dubai
* **Dhamani Diamond Seminars** for VIPs at Emirates Towers and other Five Star Hotels at Palm Jumeirah in Dubai
* **Brand Awareness Campaigns** for VIPs at Emirates Golf Club, Dubai
* **Dubai 1 to 1- The Wedding Excellence -**at Palm Sofitel Palm Jumeirah Dubai - High end Luxury Wedding & Fashion event for selective VVIPs-May 2016.
* Introduced improvements in business strategies based on customer feedback.
* Played key role in company initiatives for developing new projects for future use.
* Negotiated with customers and clients on behalf of firm.
* Directed all meetings and produced presentations for clients.
* Controlling the collections of the daily End-of-the-Day-Reports from various Retail Stores, while analyzing the Footfalls & Conversion Details with Quality Inputs.
* Analyzing customer data and End of the Day reports regularly to understand the browsing, enquiring & buying patterns of the customers by nationality, age group and product-wise.
* Facilitating courteous Interactions with the Customers via phone, email, SMS, letter, and face-to-face interactions.
* Ensuring the streamlined submission of Qualitative Reports to the Board of Directors pertaining to Footfalls at Stores, with adequate Customer Feedback, Complaint, and Customer Analysis.
* Responsible for reporting Monthly Team performance to the Board of Directors.

**Events & Exhibition:**

* Monitoring the updates and maintaining streamlined Events and Exhibition Calendar.
* Managed and developed a strategic plan of action to ensure that the cost of the event remains under the pre-determined budget.
* Searched and negotiated suitable venues or locations as per the requirement and budgetary constraints for the company.
* Facilitated communication with professionals, including organizer team, venue management, stand designers, caterers, contractors and equipment rentals to ensure efficient running of an event.
* Trained new and existing staff prior to the event so that all operations and duties were executed smoothly.
* Ensuring coordination with the contractors to assist the Stand Build-Up and Maintenances Services.
* Responsible for submission of necessary documents and payments to the Organizers prior to deadline.
* Analyzing the Customer Footfalls, and managing Sales Team Coordination to ensure the best results for possible sales.
* Managing pre-exhibition check list, Exhibition Manual & Post Event/Exhibition Analysis Report.
* Overseeing the delivery of Email, Postal, and SMS Invitations to the respective clients prior to the Exhibition.
* Controlling the delivery of the Thanking Emails & SMS to the visitors followed by Exhibition.
* Applying a strict control over the Database for managing various Exhibition Clients.
* Managing all the responsibilities related to Submissions, Operational, Cross Department Coordination, Marketing, Branding and CRM (Database Collections, following up with Sales team of exhibition for productive and possible sales, meeting with HNI and VIP clients etc).
* Responsible to organize the Exclusive Luxury Jewelry Showcases and Private Events for VIPs and HNI Clients at the Prime Boutique locations.

**Marketing Support:**

* Supporting the Marketing Team to ensure execution of the customer’s Loyalty Programs, Promotional Campaigns, Social Media Campaigns for Facebook, Twitter, and Instagram, and arranging Seminars &Training Programmes for Clients.
* Provides operational & CRM supervision to Marketing team to conduct a successful event.
* Controlling the delivery of the Thanking Emails & SMS to the visitors followed by Event.
* Maintaining a strict control over the Database for managing various Event Clients.
* Providing support to the Marketing Team to sustain the Database of various Marketing Clients. Coordinating with prospective boutiques for Following-up with potential and prospective clients from Events.

**Earlier Work Experiences**

**Aabharan Jewellers LLC, Dubai, UAE Showroom In-Charge / Senior Sales Officer Sep 2008 - Feb 2012**

*Aabharan Jewellers LLC is a retailer group of the Gold & Diamond Jewellery across UAE, an associate of UAE Exchange, and Member of NMC (New Medical Centre) Group.*

**Key Achievements:**

* Coordination with the Purchase Department to learn on Purchase, Bar Coding, Requirement, and Supply of Products across various available stores.
* Monitored the streamlined operations of the Store Management aspects.
* Gathered expertise on Customer Services and Leadership Evaluation on Special Seminars performed by the company.
* Managed & streamlined responsibilities pertaining to the Business Development functions for the Store.
* Controlled the Marketing chores for the Indian Social Centre, National Bank of Abu Dhabi in Abu Dhabi, and Crown Plaza Hotel, Sheikh Zayed Road in Dubai.
* Commenced diversified procedures related Data Collection from Customers pertaining to the Marketing activities.
* Generated reports on Daily Sales, Weekly & Monthly Sales Summary, Weekly Indent, Marketing Data Sheet (MDS), After-Sales Service Report (Repair Register), Bank Promotion Reports, and Customer Data Sheet (CDS).
* Oversaw the periodic verification of Cash &Stock for the store.
* Sustained a superior relationship with the Administration and Sales Team.
* Acted with due diligence as a Product Specialist

**Soft Touch Jewellers LLC, Dubai, UAE Sales Executive Feb 2005 - Sept 2007**

*Soft Touch Jewellers LLC is a supplier and manufacturer group of Diamond Jewellery in UAE, pertaining to the sale of products in Carrefour Hypermarkets and Gean’t Hypermarket across GCC Region.*

**Key Achievements:**

* Reported to the Sales Manager.
* Coordinated activities in the role of a Sales Executive to handle the Planning & Promotions on behalf of the store.
* Comprehended the Customer Buying Behavior.
* Managed the Stock & Accounts control activities for the Store.

**Academics**

* **Master of Arts**| CSJM University, India| 2012
* **Bachelor of Science** | CSJM University, India | 2003

**Trainings & Seminars**

* **Leadership Evolution**, Dubai Gold & Jewellery Group, Dubai ( Oct 2008 )
* **Diamond and CVD lab class** , Solitaire Gemological Laboratories- Dubai ( Dec 2014 )
* **Time Management Training** by ADROIT Consultancy , Dubai ( April 2015)

**Technical Skills:**

* MS Office applications & Visual Ace Jewelry Management Software

**~ References Available Upon Request ~**