ABDULLAH

ABDULLAH.364140@2freemail.com



24Th April, 17

BDE & Area Marketing and Sales Supervisor

I am submitting herewith my resume for your perusal consideration for the post of <suitable marketing & sales position > in your organization.

* I am a hardworking and dedicated individual with MBA in Finance and Marketing from Aligarh Muslim University, Aligarh; determined to carve a successful and satisfying career in the industry. I am equipped with comprehensive knowledge and experience of various marketing management skills such as Marketing Strategies and Principles, , Business Development, International Sales, Sales In-Chargeship, Market & Product Mix, Brand building, Brand Projection, Brand Awareness & Recognition, Active Customer involvement & valuable Feedback and can design & implement systems, policies & procedures to facilitate internal marketing controls.

I am seeking a challenging job that would synergize my skills and knowledge with the objectives of the organization. A responsible, reliable and committed worker, give my best both as a part of a team and working independently.

Focused individual, determined to add value to the organization I work for, through my exceptional knowledge and learning ability. Possess well developed communication skills with reputation of unwavering accuracy, credibility and integrity.

The above credentials along with my enclosed resume make me ideally suitable for a position in your organization. I would appreciate an opportunity for a personal interview.

Thanking you.

Yours Sincerely

ABDULLAH

ASPIRING MARKETING PROFESSIONAL

Seeking a challenging and rewarding opportunity with an organization of repute which recognizes and utilizes my true potential while nurturing analytical and technical skills

SUMMARY OF SKILLS

Currently Working as BDE & Area Marketing & Sales Supervisor @ AJMAL PERFUMES with 3+ yrs of experience

* Hardworking and dedicated individual with MBA in Marketing and Finance from Aligarh Muslim University, Aligarh; determined to carve a successful and satisfying career in the industry.
* Good understanding of formulating and implementing the Marketing & Sales Policies/Procedures & Statutory enactments with the ability to relate theory with practice.
* Possess comprehensive knowledge and experience of various marketing management skills such as Marketing Standards, Business Development, International Sales, Sales In-Chargeship, Strategies and Principles, Market & Product Mix, Brand building, Brand Projection, Brand Awareness & Recognition, Active Customer involvement & valuable Feedback.
* Well-developed communication skills with reputation of unwavering accuracy, credibility & integrity and exceptional presentation skills.
* Assist and perform designing sales strategies, promotional sales strategies and promotional events.
* Proven ability to lead, guide & motivate teams for target achievement.
* Possess a strong analytical and organizational skills, strong business acumen, strong problem solver with excellent written and spoken communication skills.
* Proven ability to develop, maintain relationship with all levels of company management and ability to establish quantifiable goals and adaptability to define problems, collect and interpret date, establish facts and draw valid conclusions.

EDUCATIONAL CREDENTIALS

MBA in Finance and Marketing, 2013

Aligarh Muslim University, Aligarh; 67%

Bachelor of Science, 2010

Aligarh Muslim University, Aligarh; 74%

Intermediate, 2008

Dr. Rizvi Learner’s Academy, Jaunpur; 78%

Matriculation, 2006

Dr. Virendra Swaroop Memorial Public School, Kanpur; 78%

Computer Proficiency

MS-Office, MS-Windows and Internet Applications

Project Undertaken

Managerial Roles of a Real Time Manager at LIC, India

Summer Internship

7 Week Training on Demat Account Sales and Distribution at Desti-Money Securities Private Limited

Workshops Attended

* Entrepreneurship, Personality and Leadership Development
* Entrepreneurship Development Program conducted by NSIC

Case Studies

* IBM and Harvest Gold
* Ahmedabad Management Association



Work Experience

* 3+ years
* Management intern @ DESTIMONEY SECURITIES
* Management Trainee- Marketing @ Goldrush Capital Services Pvt. Ltd.
* Currently Working as BDE & Area Marketing & Sales Supervisor @ AJMAL PERFUMES
* Be involved in all aspects of marketing and sales from planning, advertising, promotions, public, media relations, product development and research
* Assist in building marketing plan / calendar for the different chains/brands/ markets in close co-operation with the Department Manager and the brand’s marketing departments
* Accountable for the strategic direction of Corporate/ Trade/ Leisure sales in the station of responsibility and defining the optimal way to increase sales by recommendations and other product development.
* Formulates and implements station sales strategy, including local corporate dealing policy, to maximise short and long term revenue opportunities, reduce cost of sale and generate channel shift where appropriate.
* Carry out local market research, customer survey, assessing customer demands, brand positioning, monitor competitors activities, and evaluating market campaigns.
* Recommends the sales strategy for the station and spearhead attainment of sales targets. Driving daily sales operations of the distributor team & ensuring execution of sales objectives & activities.
* Spearheads development and implementation of initiatives in the station that help build company global brand, increase industry esteem and preference and establish ownership of the market space.
* Handling special business development projects & pilot test.
* Manage the assigned team member(s).  Managing relation with distributor sales force and developing the team by constant engagement, establishing Way-Of-Work, and monitor execution performance.
* Responsible for Marketing intelligence and Market visits within the Kingdom
* Securing In-Store execution excellence in terms of Share-of-Shelf, Brand & Merchandising guidelines.
* Planning & implementing Business-Development-Agreements with key accounts, and to maintain agreed investment level as per the company strategy.



Extra-Curricular Accolades

* Class Topper at College Level during Graduation
* Member of the College Event Management Committee
* Youngest Team leader in organization.

Languages Known: English, Hindi, Arabic and Urdu

References: Available on Request

Personal statement:

I consider my personal strength to include adaptability, flexibility and the ability to learn quickly. I have well developed

Interpersonal skills, both with the staff and clients, while maintaining a professional attitude. I am able to make decision

independently and I am confident of my abilities to succeed as a good manager. I am currently seeking a position which allows me to utilize my skills, knowledge and experience to their full potential.