**Rizwana**

**Rizwana.365151@2freemail.com**



**BUSINESS DEVELOPMENT MANAGER / SALES MANAGER**



**PROFESSIONAL SYNOPSIS**

Top-notch **Sales & Marketing Management professional** with over 10 year of experience in planning, developing and implementing strategic **sales, marketing, business development plans** for leading companies in **UAE** from **MEDIA & PUBLICATION / RETAIL Industry**. Recognized as a top performer consistently achieving annual sales/financial goals. Qualified to present, negotiate and secure contracts with large revenue producing accounts. Proven ability to increase market share, outperform competition, and increase profits. **Executive strategist adept at designing and launching powerful business** **development/sales plans.**

Solid understanding of sales techniques, strategies for building a strong client base, and systems which facilitate consistent follow-up and foster customer satisfaction. Proven record of success solving problems, managing multiple tasks, and following through with clients to insure that expectations are met and exceeded.

***Looking for new career challenges where a top producing sales and production management professional will immediately expand market share, create value and increase profits.***



**CORE COMPETENCIES**

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| --- | --- |
| **- Strategic Sales Planning** | **- Key Account Management** |
| **- Business Assessment / Development** | **- Wholesale Management** |
| **- Networking / Customer Relations Mgt** | **- Profit Building and Sales Growth** |
| **- Market Research & Analysis** | **- Market Identification / Penetration** |
| **- Budgeting and Sales Forecasting** | **- Public Relations Management** |
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**PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS**

**FREELANCER FASHION DESIGNER** **JUNE-2012 – TILL DATE**

* Worked independently for different clients. By creating/visualising my own line of clothing for women.
* Keeping up to date emerging fashion trends as well as general treads relating to fabrics, colours and shapes.
* Sell through exhibitions and serve to specified clients on demand.
* Thorough knowledge of fabrics and raw materials, passionate to design unique and stylish garments.

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**GULF NEWS** **APRIL-2008 - DEC-2010**

**GROUP ACCOUNT MANAGER** **DUBAI – U.A.E.**

Charged with delivering revenue growth, market-share expansion, and increased corporate account base of multi national and international corporate companies, through innovation, planning, and leadership of a full spectrum of business development and customer acquisition / retention initiatives. Reporting to the R.O.P Manager.

***Key Achievements:***

* Grew Annual Sales Revenue of the organization from ground zero **to AED 1 Million** p.a. by strategizing business development efforts to outperform corporate targets. **Responsible for** **marketing and promoting the SPACE SELLING/Cross selling Packages for the main News Paper in the territory of whole Dubai through Corporate customers /Advertising Agencies.**
* Formulate plans to extend business with established accounts.
* Design, develop and implement comprehensive sales, marketing and business development strategy for the company for promoting the sales.
* Personally led all large contract negotiations, travelling extensively to capture strategic business wins with major client.
* Proved the ability to architect and solidify win-win outcomes under difficult circumstances of cutthroat competition in space selling.
* Delivered dramatic sales growth through market analysis and understanding of business from different market segments and by developing and maintaining healthy customer relationships.
* Revitalized and strengthened relationships with top management of multinational/ international companies, which accelerated revenue growth and improved market position.
* Conferred with client to determine advertising requirements and budgetary limitations.
* Controlled business relationships with key decision makers to assure client retention, enforce compliance with contract terms and payment schedules, as per credit control policies of the company.
* Developed new business and sold ‘deeper’ into existing account base through diligent efforts in prospecting for, qualifying, and winning major corporate accounts. Identified decision makers, performed need analysis, prepared proposals, made presentations, and closed business. Built and nurtured executive-level relationships.

**RIZWANA ORNAMENTS** **AUG-1998 – FEB-2006**

**BUSINESS DEVELOPMENT MANAGER** **DUBAI – U.A.E.**

Responsible for enhancing profitability, sales, and market share through the implementation of strategic and tactical sales plans for promoting the sales of **COSTUME JEWELLERY & TRADITIONAL INDIAN AND** **ARABIC WEDDING SETS** in the territory of DUBAI through Key Accounts /Trade Channels. Reporting to theManaging Director.

***Key Achievements***:

* **Spearheaded and grew Annual Sales from AED 1.2 Million to AED 2 Million** by strategizingbusiness development efforts to outperform corporate targets every year of tenure. Travel extensively in the territory to capture strategic business wins with major clients.
* Direct responsibility for achieving Revenue Budget set and agreed with the Management including profitability forecast.
* Responsible for planning and forecasting the annual sales and business development budget, targets, generating periodic reports.
* **Skyrocketed new customer acquisition by adding new customer** to the company’s list therebyaccelerating the revenue growth & improved market position of the company.
* Maintained market share of products by analyzing and cross checking competitors’ activity.
* Reviewed sales orders, and records of new and delinquent accounts to ascertain market conditions and status of customers' accounts.
* **Maintain targeted product availability of Product** to ensure highest levels of consumer and tradesatisfaction.
* Actively involved in monitoring and reporting on competition activities, business review with senior buyers and Managers of Key Accounts.
* Monitoring Merchandising activities of the company and negotiating display rentals for special promotions and conduct stock management of products handled.
* **Key Accounts Handling – Carrefour Hypermarkets / Lulu / K.M. Trading / Al Maya Lals / Supermarkets / Retail Stores**.



**ACADEMIC & PROFESSIONAL QUALIFICATIONS**

**Bachelor of Commerce - 1998**

Mumbai University, India



**TECHNICAL SKILLS**

* Proficient in the use of: MS-Office - (Word/Excel/Access/PowerPoint) / Emailing & Internet.

