

 CURRICULUM VITAE

SHAIK

SHAIK.367126@2freemail.com

Career Summary:

A result oriented, passionate and creative professional with 10 years of United Arab Emirates experience in Business development in Advertising and Media industry, with a proven record of implementing highly effective and innovative business development strategies that considerably deliver results.

Skills & Competencies:

* Experienced sales ability.
* Planning and organization skills.
* Competent in high quality customer service.
* Fully integrated team player.
* Exceptional communication skills.
* Relationship building.
* Creative thinker and an ability to think outside of the box and take initiative.
* Direct and focused.
* Confident.
* Exceptional attention to detail.

Educational Qualification:

* Bachelors in Business Administration.

Professional Experience:

**GFMS Shop Fixtures Manufacturing LLC (Specialized in Below the Line Services)**

From Dec 2015 – till date

Expertise: - Metal, MDF Wood , Acrylic ,Digital Printing, Offset Printing ,Corrugated, Exhibition Stands

Account Handling: - Goody Middle East, Sc Johnson, Fine Hygienic Paper FZE,3M

L’Oreal Middle East, (Gulf CO Part OF Juma Al Majid,) Churnchos ,Bic Middle Eat ,Al Khayat Investments

Country Visit for Installation: - K.S.A Oman

Designation : Sales Manager

Reporting to : Managing Director

Responsibilities:

* Handle POSM production relating to MDF Stands, Acrylic fabrication, mall stands, Corrugated stands, Flat Print requests and create technical specifications for smooth flow of production.
* Work with Brand managers and marketing team to analyze cost implications of marketing activities.
* Create Reports in excel format showing cost comparison between suppliers and reason for quote selection.
* Analyze requirements and Asses feasibility in terms of production; suggest alternative and cost effective methods of production.
* Coordinate print quantities, inventory levels and replenishment requirements; coordinate the distribution of materials and maintain collateral delivery schedules.
* Conduct spot checks to assess the quality of material in production.
* -Liaise with GCC distributors on ETA of material shipped and create trackers for tracing POSM.
* Handle flat print requests – brochures, leaflets etc. on a daily basis as per the requirement, suggest alternative specs in terms of paper and sizing to optimize costs.
* Taking the new brief from clients for POSM.
* Giving Instructing to the installation team for upcoming Installation
* Visit Stores for Quality Check after the Installation
* Briefing the production team before installations for all 22 Carrefour in one night

 Lulu, Giant, and all hyper markets in UAE or GCC Countries.

* Managing the Split of POSM quantities as per the different countries.

Professional Experience:

**Promotech Advertising LLC (Specialized in Below the Line Services & ATL)**

From Jan 2012 – Jan 2015

Designation : Business Development Manager

Reporting to : Managing Director

Company Profile: Our group has been operating in the UAE since 1996 and we are well known for delivering innovative Shopper Marketing & BTL solutions regionally and internationally. Our activities include: concept development, creative, design, industrial design, printing (direct, digital, offset, screen), POSM engineering, POSM manufacturing (corrugated PP, corrugated cardboard, steel, wood & acrylic) as well as promotional items sourcing.

Responsibilities:

* Generation of new business opportunities by visiting clients and customers to give presentations via appointments arrange site-visits and follow-up.
* Follow- up with advertising agencies for new projects or new business enquires.
* Taking the new brief from clients for POSM.
* Briefing the production manager about the client requirements.
* Responsible for the new installations and promotions at client’s site and to make sure all requirements are correct.
* Briefing the production team before installations in Carrefour, Lulu, Giant, and all hyper markets in UAE or GCC Countries.
* Invoicing the clients after the delivery of POSM.
* Taking necessary approvals from the clients regarding the Floor stand units before the production starts.
* Carrying out quality checks at the GCC Countries after the delivery of POSM.
* Managing the Split of POSM quantities as per the different countries.
* Handling Logistics for the POSM and make sure it should reach the GCC clients & East African clients before scheduled promotions dates.
* Co-ordinate with all the existing Brand managers for the new brief or new business enquiries and also updating about the work progress.
* Ensure materials are printed correctly and as per the client requirement.
* Examine job orders to determine details such as quantities to be printed, production time, stock specifications, color sequences etc.
* Inspect and examine printed products for print clarity, color accuracy, conformance to specifications, and external defects.
* Monitor feeding, printing, and racking processes of presses in order to maintain specified operating levels and to detect malfunctions and make any necessary changes.
* Responsible for the smooth operation of the project from execution to completion level.
* To prepare various reports to determine metrics of the sales department, such as post show reports, weekly sales results and account status reports etc
* To deliver a positive customer service experience by understanding the client requirement to deliver them with the appropriate product or service.
* To ensure full account receivables from the client on a timely basis.
* Maintain the list of prospective customers for use as sales leads, based on information from newspapers, business directories, industry ads, trade shows, Internet Web sites, and other sources Through Clients,
* Shortlist and evaluate the ideal supplier based on the quotations provided.

**Nature’s Contrast Advertising Services & Event Management UAE**

Feb-08 – July 2012

Designation : Senior Media Consultant & Event coordinator (For Ministry Of Social Affairs)

Reporting to : Sales Manager

Reason for leaving this company: Due to close down of the company

Responsibilities:

*Event Coordinator:*

* Developed, marketed and executed conferences, events, tradeshow at Gitex.
* Execution of awareness campaigns held for kids and families and events like Fashion shows in malls.
* Perform duties associated with clients and their requirements.
* Input, retrieve and update event set up information and produce reports through a computerized system.
* Responsible for all aspects of event coordination including site selection and contract negotiation.
* Organizing Events in Different Malls in UAE for Ministry of Socials Affairs for uaenurseires.ae.
* Planning and coordinating the event with the event management team and provide regular follow-ups to the clients.
* Submitting essential reports to the supervisor and the management team.
* Keeping track of accounts.

*Sr. Media Consultant:*

Responsible for the Coordination with:

* Ministry of Health For Publication and web portal and new leads information.
* Ministry of Social Affairs for Publication and web portal and new Nurseries in UAE.
* Industrial, Ministry of Economic Development Department for UAE industries.
* Ministry of Tourism, Leisure.
* For See-theworld.com Portal and Publication.
* Telesales, Follow up on leads whilst maintaining a healthy relationship with company's clients.
* Internet reference portals, Conduct attend meetings with current and potential clients.
* To develop, and launch targeted print publications, websites, summits and conferences that deliver quality international business and industry information to key executives and top-level decision-making audiences.
* Select information from a vast UAE network of industry organizations, practitioners, advisors, commentators and leading opinion-formers, with the objective of providing insight and expertise, opinion and analysis, value and contribution, as a conduit to the generation of business and trading opportunities in the UAE markets.
* Through the medium of publications, websites and live business events, offer customers the means to gather market intelligence, & to establish, nurture & develop business relationships across the UAE.
* Provide computerized transaction processing and information-based business solutions — including Web based solutions.
* Be available to clients; identify their potential and their current & future needs.
* Consult clients on most appropriate advertising scheme for their company and present the various advertising options.
* Be able to identify new client opportunities
* Research companies that may be opening, re-locating or migrating to UAE that could potentially be interested in advertising.
* Visit clients and customers to give presentations and via appointments arrange site-visits to follow-up.
* Negotiate & finalize with the clients according to their requirements with the assistance from the Operations department.
* Participated and supervised in International Exhibitions like Arab Health, Atm, Ge-tex, etc.
* Prospect, Informate & Finalize corporate deals for the purpose of Business Development and Growth.

Technical Skills:

Computer Skills: Well-versed with MS-Windows, XP, Vista, MS-Office and Internet Applications.

Interests:

Swimming, Horse Riding, Travelling, Cricket

Personal Details:

Sex : Male

Date of Birth : 24/09/1981

Marital Status : Married

Nationality : Indian

Visa Status : Employment Visa

Languages Known: English, Hindi, Urdu, and Arabic.

Holding valid UAE driving License