

**Shahir**

**Shahir.372804@2freemail.com**

**Bachelor of Commerce specialized in Marketing and Sales**

**Marketing Executive**

**Holding UAE Driver’s License**

|  |
| --- |
|  |

**CAREER PROFILE**

A dynamic, creative and confident Marketing Executive who has a track record of to successfully manage and support the company strategy to coordinate and execute marketing activities, promotions, and events in full alignment with the policies and procedure of the company to achieve marketing targets and analyzing the market situations to market our products through the right channels. Looking for an opportunity to take a step up in my career and be a part of a team to achieve and grow to a new level of success. I enjoy the challenge of breaking new ground in business and thrive on enabling the team to surpass marketing goals. I am eager to use my experience and skills to build strong marketing relationships for my employer’s brands and to progress within the business.

**PROFESSIONAL SUMMARY**

* 4 years of total experience and 1.5 years of UAE experience in marketing a building construction and home décor company.
* Have successfully launched various Brand projects across leading markets in the UAE in both Building and Home Decors.
* Involved in the strategic market planning of the brand launch, as well as promotions of the newly launched projects.
* Maintaining good and cordial relationship with channel partners which results in market penetration.
* Took initiatives to assist in the development of yearly and quarterly marketing plans and maintaining calendar for the respective marketing activities.

TOTAL WORK EXPERIENCE (4 Years)

Danube, Dubai - UAE – From Feb 2016 till date

Marketing Executive – Building Construction Materials and Home Decors

Responsibilities:

* Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events
* Conducting market research and analysis to evaluate trends, brand awareness and competition ventures
* Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
* Monitor progress of campaigns using various metrics and submit reports of performance
* Responsible for the launch of Danube Brands and involved in analyzing and comparing the competitor’s product price and performance to assist in pricing of new products
* Prepare the action plans by individuals as well as by team for effective marketing
* Coordinate on daily basis with Marketing team or Marketing manager to understand possible marketing requirements and support for the business
* Coordinate with the all the branches on weekly basis regarding all marketing requirements ranging from POS, newsletters, posters, brochures, media ad requirements, merchandising, website updates, CRM and billboards, etc.
* Co-Ordinate with the marketing manager for various promotions and special offers thereby boosting the visibility of the products in the market
* Liaise with our Designing team to ensure production of POS material and marketing collateral in line with marketing objectives and agreed timelines
* Support with the Retail activities and constant liaison with the store teams
* Co-ordinate and implement regional advertising and promotion activities in the region
* Complete the initial round of negotiations towards annual contract renewals and CTA agreements
* Ensure proper implementation of sales campaigns / promotional activities.
* Analyzing marketing trends and tracking competitor’s activities and providing valuable inputs for product enhancement and fine tuning sales & marketing strategies
* Administer the ad policy of the company and ensureand ensure the ads are in compliance with the company standard.
* Ensure customer relationships and service levels in term of order fulfillment, merchandising, in shop promos, frequency of service and complaints handing.

Autumn Worldwide Advertising, Bangalore - India – From Jul 2013 to Jun 2015

Account Executive – Digital Media Advertising

Responsibilities:

* Meeting and liaising with clients to discuss and identify their advertising requirements
* Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget
* Presenting alongside agency colleagues (particularly the account manager), the campaign ideas and budget to the client
* Working with the account manager to brief media, creative and research staff and assisting with the formulation of marketing strategies
* Provide weekly and monthly sales report to the management to identify the gaps and concerns Liaising with, and acting as the link between, the client and the advertising agency by maintaining regular contact with both, ensuring that communication flows effectively
* Negotiating with clients and agency staff about the details of campaigns
* Presenting creative work to clients for approval or modification
* Handling budgets, managing campaign costs and invoicing clients
* Writing client reports
* Monitoring the effectiveness of campaigns
* Undertaking administration tasks
* Arranging and attending meetings
* Making 'pitches', along with other agency staff, to try to win new business for the agency.

ITC Limited, Bangalore - India – From Nov 2011 to March 2013

Senior Sales Executive – FMCG

Responsibilities:

* Take regular orders from all the outlets in order to meet and exceed the pre-defined target set by the company
* Visit the outlets regularly and provide feedback on the movements of the products
* Ensure that the delivery of the products are on time and the products have been merchandised on same day
* Co-Ordinate with the management during promotions and festive seasons to generate additional sales
* Provide weekly and monthly sales report to the management to identify the gaps and concerns
* Ensure timely collection of the cheques and follow up on the pending accounts
* Co-ordinate with managers to ensure proper facing and visibility of all the SKU in the outlets

CORE COMPETENCIES:

* Expert in written and oral communication skills
* Proficient in Brand launch, Business development, Product advertising, Planning, Promotions, Competitor analysis, Merchandising
* Self-motivated with strong analytical and interpersonal skills
* Excellent organizational and presentation skills
* Possess good management, organization and administration skills
* Having a passion for delivering excellent customer service in a cost effective way

TECHNICAL SKILLS:

* Strong knowledge of Microsoft Office which includes Excel, Word and Powerpoint.
* Basic knowledge of languages which includes c, c++ and Java
* Basic knowledge of databases like sql.

EDUCATION

1. **Graphics and Web Designing (Marketing & Advertising)** from Cavalier Animations, Bangalore, India. Secured A++
2. **Bachelor of Commerce in Marketing and Sales (BCOM)** from Garden City College, Bangalore University, Bangalore. Secured 62%
3. **Completed PUC (12th)** from Kairalee Nikethan PU College, Bangalore. Secured 60%
4. **Completed SSLC (10th)** from Kairalee Nikethan English High School, Bangalore. Secured 67%.

**PERSONAL INFO**

* Born in April, 18th day, 1987. Marital status: Married
* Citizen: Indian Visa: Resident Visa
* Languages known: English, Hindi, Tamil, Malayalam,

 Urdu