FASEEH

I am an MBA Professional with an optimistic attitude towards achieving my objectives with diversi ed experience. Pro cient in FMCG HORECA Sales, Business Development, Contracts & Negotiations. Possess 12 years of professional experience and still learning. Focused on building successful business partnerships with consistent performance and unwavering dedication to excellence.

|  |  |  |
| --- | --- | --- |
|  | **EXPERTISE** | |
|  |  |  |
| **FMCG Width and Depth Distribution** | **Product Market & Segmentation** | |
| **RED (Right Execution Daily)** | **Team Building & Leadership** | |
| **Strategic Planner** |  |  |
|  |  |  |
|  |  |  |
|  | **EDUCATION** | |
|  |  |  |

**Manipal University - Dubai Campus**

MBA (Marketing)

2004 - 2006

**S.V. University**

BACHELOR OF COMPUTER APPLICATIONS

2000 - 2003

**WORK EXPERIENCE**

**Bridge - Spoonfed Delivery Services LLC**

ACCOUNT SALES MANAGER, DUBAI

Since MAY 2018

* Registering restaurants as Merchants all over Dubai
* Educating the merchants with a maths to prove how competitive Bridge is to them over in-house riders
* Designing an e ective and fuel e cient route plan for the company

**Aujan Coca Cola**

SALES DEVELOPER - HORECA (OOH), DUBAI

NOV 2016 - APRIL 2018

* Implementing and maintaining RED at all stores
* Sourcing new and convincing existing vendors to take company coolers, to increase sales by min 40%
* Follow the Planogram and look for PICOS always

**Nohil - Unilever**

AREA SALES MANAGER, INDIA

OCT 2010 - OCT 2016

* 100% width and depth distribution in the allotted geographical area
* Visit establishments to evaluate needs/ to promote products/ service sales
* Verify that materials lists are accurate and that delivery schedules meet project deadline

**MD Real Estate LLC**

ASST. MANAGER - SALES & LEASING, DUBAI

JUNE 2006 - SEP 2010

* Market Research often to keep updated about the prices and happenings
* Segregate the inventory based on geographical area assigned to the Sales personnel
* Maintain database of available and upcoming properties

[Faseeh.383986@2freemail.com](mailto:Faseeh.383986@2freemail.com)

**PERSONAL**

|  |  |  |
| --- | --- | --- |
| DOB | : | APRIL 28, 1982 |
| RELATIONSHIP | : | MARRIED |
| NATIONALITY | : | INDIAN |
| DRIVING LICENSE | : | UAE, INDIA |

**SKILLS**

TEAM BUILDING

LEADERSHIP

KEY ACCOUNT MGMT

BUSINESS STRATEGY

ANALYSIS & REPORTING

**LANGUAGES**

ENGLISH

URDU

HINDI

TELUGU

ARABIC