***MOHAMED***

I am an efficient, innovative and experience marketing professional and possess more than 10 years of experience in various industries such as telecommunication, Information technology and FMCG. Experienced professional in sales and marketing, business management, channel management, team management and key account management. Furthermore, I am qualified with a Master of Business Administration from reputed international university. I would like to apply my existing professionalism to maximize the company profitability and gather more knowledge and experience.

# WORK EXPERIENCE

## ADVENTA HOLDINGS (PVT) LIMITED / 2018 – 2019

**Business Development Manager**

* Introduced cost effective customer experience management software to hotels and tourism companies with the cooperation of Sri Lanka Tourism Board.
* Initiated and introduced the software and cloud related products to small and medium size hotels and able to increase the company revenue by 45 percent.

## SRI LANKA TELECOM PLC / 2009 – 2018

**Assistant Manager – Marketing**

* Responsible for the enterprise and external vendor sales and revenue targets at the Badulla regional telecom office and managed more than 400 vendors in the area.
* Implemented well planned promotional campaigns, improved the brand presence in the area by increased the existing vendors and guided to expand the networks to rural areas made it to increased the regional consumer product sales by 100 percent.

## Marketing Officer / Account Manager

* Positively managed Badulla regional office large and medium enterprise key accounts for the profitability and retained 100 percent customers with the company.
* Recognized as an outstanding performer for the achievement in the regional sales campaign 2011.
* Rewarded as a best achiever in the customer care category for the contribution and commitment given to the company by an employee.

## Sales Officer

***SKILLS***

* Account Management
* Analytical Skills
* Brand Management
* Business to Business
* Business Development
* Business Management
* Channel Management
* Communication
* Customer Retention
* Customer Relationship Management
* Customer service
* Digital Marketing
* Direct Marketing
* Enterprise Resource Planning
* Information Technology
* Key Account Management
* Leadership
* Microsoft Office
* Microsoft Office 365
* Negotiation
* Presentation
* Relationship Marketing
* Sales & Marketing
* Team Management
* Vendor Management

# LANGUAGES

* English – Professional Proficiency
* Tamil – Native
* Sinhala – Native
* Hindi – Elementary Proficiency
* Performed as a salesman in the regional telecom office and

demonstrated pre-sales presentation to customers and negotiated for sales.

* Visited door to door in selected area and promoted Sri Lanka Telecom consumer products and services to potential customers.

# EDUCATION

## MASTERS OF BUSINESS ADMINISTRATION

Cardiff Metropolitan University / 2016

## POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

London School of Commerce / 2015

## DIPLOMA IN MARKETING

Sri Lanka Institute of Marketing / 2014

## PRELIMINARY CERTIFICATE IN MARKETING

Sri Lanka Institute of Marketing / 2009

# GET IN TOUCH

* **Mohamed**

Mohamed-392980@2freemail.com

**D.O.B:** 08/10/1983 (35 Years)

* **Nationality:** Sri Lankan
* **Visa Status:** Tourist Visa