

# ABOBACKER SIDDIQ

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## PROFILE SUMMARY

A results-driven professional with hands-on experience in sales, customer service, cash handling, and digital marketing. Skilled in building strong customer relationships, meeting sales targets, and managing store operations. Experienced in handling billing, returns, stock management, and promotional campaigns. Able to support administrative tasks and contribute to marketing efforts. Quick to learn, well-organized, and committed to delivering excellent service and achieving business goals.

## EDUCATION

**BACHELOR OF BUSINESS ADMINISTRATIONS**  
KANNUR UNIVERSITY - 2019-2022

**ADVANCED CERTIFIED DIGITAL MARKETING WITH GMB LISTING**  
CADD CENTRE - 2022 SEP -2022

## SKILLS

- Sales and Customer Service
- Cash Handling
- Billing Operations
- Stock Management
- Product Promotion
- Client Follow-Up
- Lead Generation
- Digital Marketing
- Event Support
- Admin Support
- Time Management
- Communication Skills

## LANGUAGES

- English
- Hindi
- Malayalam

## WORK EXPERIENCE

### JUNIOR SALES EXECUTIVE / CASHIER

MALABAR GOLD AND DIAMONDS | JUL 2024 – JUN 2025

- Greets customers, understands their needs, and guides them to the right products with excellent service.
- Meets sales targets and contributes to overall store profitability.
- Handles billing and cash transactions accurately using the POS system.
- Manages customer returns and Old Gold purchases by checking policies and verifying product quality.
- Maintains section-wise stock records, including daily opening and closing stock updates.
- Assists with order management, product packing, and delivery coordination.
- Promotes special discounts, membership schemes, and store events to customers.
- Ensures smooth cashier operations, balances the cash register, and prepares daily transaction reports.

### MARKETING EXECUTIVE CUM DIGITAL MARKETER

POPULAR VEHICLES & SERVICES PVT LLD | MAR 2023 – SEP 2023

- Met with corporate clients to showcase new products and increase awareness.
- Built strong client relationships to ensure repeat business and meet sales objectives.
- Promoted digital marketing campaigns and followed up on client inquiries.
- Worked closely with the sales team to align marketing efforts with business goals.
- Assisted in creating marketing content and tracking performance of online promotions.
- identified market trends and customer needs to suggest new sales strategies.

### SALES EXECUTIVE

SELECTION MOBILE WORLD, INDIA | MAR 2022 – FEB 2023

- Approached potential customers, understood their needs, and recommended suitable products.
- Met monthly sales targets and provided excellent after-sales support.
- Maintained good relationships with customers to encourage repeat purchases.
- Researched the market to find new business opportunities and sales leads.
- Explained product features and offered solutions based on customer requirements.
- Handled billing and basic stock checks to support smooth store operations.