

AHMED NIZAR P H

Key Accounts Sales Executive

Thrissur, Kerala, India | Muscat, Oman

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Professional Summary

Proactive and results-oriented Key Accounts Sales Executive with over 6 years of experience managing leading FMCG brands like Indomie, Barilla, Walkers, Steviana, Poppins, Bonne Maman, and Caprice. Skilled in driving sales growth, optimizing product visibility, and executing in-store marketing strategies. Seeking a challenging role to leverage my expertise in sales management and contribute to the growth of the organization.

Professional Experience

Key Accounts Sales Executive

Catering Solutions Trading LLC, Muscat, Oman

2018 – Present

- **Brand Leadership:** Managed and promoted top FMCG brands including Indomie, Barilla, Walkers, Steviana, Poppins, Bonne Maman, and Caprice, ensuring strong market presence and sales growth.
 - **Strategic Account Management:** Nurtured relationships with key retail partners, including major chains such as Lulu, Alfair, Sulthan Center, Nesto, and KM Trading, driving mutual growth and achieving sales targets.
 - **Trade Marketing Execution:** Led in-store promotions and merchandising efforts that significantly enhanced brand presence and product visibility, contributing to a 20% increase in sales across key accounts.
 - **Sales Strategy & Optimization:** Developed and implemented sales strategies that aligned with overall marketing goals, resulting in consistent achievement of sales targets and increased market share.
 - **Team Leadership & Development:** Trained and mentored a team of merchandisers, enhancing their ability to execute brand promotions and maintain high standards of product display.
 - **Market Insights & Analysis:** Conducted regular market analysis to understand consumer behavior, competitor activities, and market trends, using insights to refine sales and marketing strategies.
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Education

Bachelor of Business Administration (BBA)

Calicut University, Sri Achuthamenon Govt College, Thrissur

Graduated: 2018

Plus Two Commerce

Board of HSE, Govt. of Kerala, GHSS Nandikkara

Graduated: 2015

SSLC

Board of Public Examination, Govt. of Kerala, C J M A H S S Varandarappilly

Graduated: 2013

Course in Warehouse Supervision

Additional Skills Acquisition Program. (ASAP)

Year Completed: [2015-2016]

Technical Skills

- **Software:** Proficient in MS Office (Word, Excel, PowerPoint, Outlook), Gmail, Computer Hardware
- **Languages:** English (Fluent), Malayalam (Native), Hindi (Proficient), Arabic (Basic)

Achievements & Certifications

- **Sales & Brand Promotion:** Successfully led initiatives that resulted in significant sales growth and enhanced brand visibility in competitive retail markets.
- **Leadership & Training:** Played a key role in developing the merchandising team, leading to improve in-store execution and brand consistency.
- **Community Engagement:** Actively participated in the British Council Active Citizen Programme, showcasing leadership and community involvement.
- **Event Coordination:** Demonstrated strong organizational skills by co-coordinating the ALOKI Management fest conducted in Sri Achuthamenon Govt College, Thrissur.

Personal Details

- **Date of Birth:** 24/June/1997
- **Nationality:** Indian
- **Marital Status:** Married
- **Driving License:** Oman Driving License

Declaration

I hereby declare that the information provided is accurate and true to the best of my knowledge.