

ALEENA SUNU

SALES AND MARKETING CORDINATOR



SUMMARY STATEMENT

Proactive, highly skilled Marketing and Sales Coordinator with over 5 plus years' hands-on experience in diverse office environments. Skilled communicator who is organized and successfully collaborates with internal and external customers. Very proficient in using MS Word, Excel and PowerPoint. Looking to expand upon the current established knowledge gained thus far and progress that through further experience to better serve the needs of the company as a whole.

Inside Sales Coordinator with a background in customer service. Experience developing and maintaining interpersonal relationships with customers and prospective clients over the phone. Flexible and analytical with a keen eye for details; able to prioritize workloads to ensure timely completion of tasks. To obtain employment in a field that allows me to utilize my education and experience to benefit the company as well as myself. Seeking to leverage my skills in a challenging role within a fast-paced environment.



ABU SHAGARA , SHJ



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WORK EXPERIENCE

SALES COORDINATOR

2022-Present

ALGT - A LIUSIE GENERAL TRADING LLC

As a Sales Coordinator at ALGT, I have played a key role in supporting the sales team and ensuring smooth operations within the department.

- My primary responsibilities include managing sales data, coordinating communication between sales representatives and clients, and assisting with the preparation of sales reports.
- Preparing streamline reporting processes and enhance data accuracy.
- Assist sales representatives by managing client inquiries, processing orders, and coordinating product deliveries to ensure timely fulfillment
- Maintain accurate records of sales data, inventory levels, and customer information using Excel, including advanced functions like pivot tables for data analysis and reporting.
- Collaborate with the marketing team to analyze market trends and customer preferences, contributing to strategic sales initiatives and product launches.

EDUCATION

- **Master of Business Administration (MBA)**
Bishop Jerome School of Management, 2018
- **Bachelor of Commerce (B.Com)**
Fatima Mata National College, 2016

SKILLS

- Excel Proficiency
- Sales Coordination
- Documentation Management
- Customer Relationship Management
- Effective Communication
- Team Collaboration
- Problem-Solving
- Team Development and Mentorship
- Strategic Sales Leadership

LANGUAGE

- ENGLISH
- HINDI
- TAMIL
- MALAYALAM

- Serve as a liaison between the sales team, marketing, and logistics to facilitate smooth communication and resolve any issues that arise during the sales process.
- Generate regular sales reports and forecasts to track performance against targets, providing insights to the management team to support decision-making.
- Build and maintain strong relationships with clients, addressing their needs and ensuring high levels of customer satisfaction.
- information and promotional materials to drive interest and sales.
- Facilitate the creation and processing of purchase orders (POs), ensuring all orders are accurately entered and tracked in the system.
- Analyze customers’ stock on hand to identify purchasing opportunities, proactively suggesting products that align with their needs and encouraging repeat business.

SALES COORDINATOR 2019-2022

MIDDLE EAST SURVEY ENGINEERING

- Managing client inquiries and providing comprehensive information about survey engineering services, including land surveying, geospatial analysis, and mapping solutions.
- Collaborate with engineers and project managers to prepare detailed proposals and quotations for prospective clients, ensuring alignment with project specifications and client needs.
- Maintain accurate documentation of sales transactions, contracts, and correspondence, ensuring compliance with company policies and regulatory requirements.
- Serve as a point of contact for clients, addressing questions and concerns, and keeping them informed about project status, timelines, and deliverables.
- Conduct research on industry trends and competitor offerings to identify opportunities for new services and improvements in our sales approach.
- Assist in coordinating project kick-offs, ensuring that all necessary documentation and approvals are in place for smooth project execution.
- Generate sales reports and performance metrics, providing insights to management to support strategic decision-making and sales forecasting.
- Build and maintain strong relationships with clients, ensuring high levels of satisfaction and identifying opportunities for upselling additional services.

PLAN B ADVERTISING LLC

- Accurately input financial data into accounting software, ensuring all records are updated and maintained for efficiency and accuracy.
- Assist in the preparation and processing of invoices, ensuring timely payments and maintaining records of accounts payable and receivable.
- Support monthly reconciliations of bank statements, general ledgers, and other financial accounts to ensure accuracy in reporting.
- Help prepare financial statements and reports, providing necessary documentation for audits and management review.
- Monitor and categorize company expenses, assisting in the preparation of budgets and forecasts.
- Maintain organized files of financial documents, ensuring compliance with internal policies and external regulations.
- Liaise with vendors, clients, and internal departments to resolve billing issues and provide financial information as needed.
- Perform general administrative tasks such as answering phone calls, scheduling meetings, and assisting with special projects as needed.