

ABDUL RAZZAK MANSOOR RUKNUDDIN

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CAREER SUMMARY

I offer a passion for sales and a drive to providing outstanding customer service as a recent MBA graduate with specializations in marketing and finance. With sales executive expertise, I am eager to learn and progress in this sector. Allow me to join your prestigious firm and contribute to its success by exceeding sales targets while assuring client satisfaction.

EDUCATION

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Belagavi, India

Master of Business Administration

2020-2022

Major in Marketing and Finance

Relevant Coursework: Finance and Taxation (Direct and Indirect), GST and Customs, Investment Management, Logistics and Supply Chain Management, Business Development and Entrepreneurship, Strategic Human Resources Management, Services Marketing and Digital Marketing Management.

KARNATAKA UNIVERSITY

Dharwad, India

Bachelor of Commerce

2017-2020

General Major

Relevant Coursework: Accounting, Banking and Forex, Business Management, Human Resources Management, Indigenous Business, and Marketing.

WORK EXPERIENCE

DUBAI MART

Sales Executive

Aug 2018 – Nov 2022

As a Sales Executive, managed end-to-end sales and cashiering duties for FMCG products resulting in consistently high customer satisfaction.

- Achieved 20% increase in annual sales through cross-selling and upselling FMCG products.
- Managed cash counter, paying credits and collecting debits while adhering to company procedures.
- Built strong customer relationships resulting in increased revenue and customer referrals.
- Increased sales by 200% during promotional periods.
- Responsible for ground-to-tip sales processes, from placing orders for products to closing sales.

LUCKY AGENCIES

Intern

Nov 2021 – Dec 2021

Conducted an organisational study on the noodles and pasta manufacturing industry and curated a report while interning at Lucky Agency.

- Conducted organisational study during one-month internship at Lucky Agencies, identifying new account opening opportunities and revenue generation possibilities.

- Gained valuable skills in organisational analysis, communication, and teamwork through this internship, providing a solid foundation for future roles.
- Successfully applied analytical and problem-solving skills to identify areas for improvement, demonstrating an ability to add value to organisations.
- Developed an organizational report using analytical frameworks such as SWOT, Porter's Five Forces, and McKinsey's 7S, as well as financial and ratio analysis.

UNIVERSITY PROJECTS

A Study on EMA on IT, Pharma and FMCG Industries – Bombay Stock Exchange (BSE) Apr 2022 - May 2022

- Conducted a freelance study on 12 companies from 3 different industries listed on the Bombay Stock Exchange, using Exponential Moving Average as a technical tool. Stock price data was collected for 6 months to conduct technical analysis, using a long EMA of 20 days and a shorter EMA of 10 days. The primary objective of this research was to analyse the effectiveness of the EMA strategy.

An Organisational Study – Lucky Agencies

Nov 2021 – Dec 2021

- Conducted a comprehensive analysis of the manufacturing company's operations, with a focus on production processes, quality control, cost control, and supply chain management. Additionally, I curated an organization research report, utilizing various analytical frameworks such as SWOT, Porter's Five Forces, and McKinsey's 7S, as well as financial analysis and ratio analysis. This study was conducted to gain valuable insights into the industry and develop a solid understanding of key business operations.

SKILLS, LANGUAGES & AWARDS

SKILLS

- Proven ability to upsell and cross-sell products, creating added value for customers and boosting sales revenue.
- Skilled in product demonstration and presentation to showcase the features and benefits of products and services to potential customers.
- Exceptional written and verbal communication skills, with the ability to influence customer decisions and negotiate effectively to close deals.
- Highly organized with strong coordination skills, adept at managing stock and cash to maintain operational efficiency and accuracy.
- Skilled in generating reports and analysing sales data to track performance and inform strategic decision-making.
- Proficient in Microsoft Office, to support sales activities and improve productivity.

LANGUAGES

Fluent in English, Hindi and Urdu.

AWARDS

- Top Scorer MBA Finance and Marketing (2022) - Awarded by AITM for achieving the highest marks in college in MBA Finance and Marketing.
- Runner Up Award for Najm-e-Ikhwan (2015) - Awarded by SEMHS for being the second position holder for Student of the Year.