



ABUL ALA SIDDIQUI

Sales And Marketing Specialist

PERSONAL DETAILS

- +971554314024
- abulalasiddiqui77@gmail.com
- Passport# LF5464481 Dubai, UAE(Visit Visa)

SKILLS

Multitasking Skill	██████████
Sales and Marketing	██████████
Negotiation Skills	██████████
Problem Solving Skills	██████████
Customer Service and CRM	██████████
Microsoft Office	██████████
Social Media	██████████
Interpersonal Skills	██████████
Leadership Skills	██████████

PROFESSIONAL SUMMARY

Young, hard-working, reliable and motivated person with strong Sales and Marketing background. Accomplished, growth-focused professional with almost **4+ years** of dynamic experience in FMCG companies and across multiple industries. Offering a highly professional attitude and tactful analytical skills to grow business and improve client satisfaction. Proven ability to establish and maintain excellent communication and relationships with clients.

EMPLOYMENT HISTORY

PROJECT SUPERVISOR 8/2023 - Present PHILIP MORRIS INTERNATIONAL

Supervising Trade Assistants and Merchandisers team of 15 members.

Monitored and updated daily project and employee performance and addressed performance issues.

Provided direction and support to team.

Responsible for identifying and resolve issues and conflicts within the project team.

Report to Project Manager.

SALES REPRESENTATIVE 12/2021 - 6/2023 ABUDAWOOD TRADING COMPANY(FMCG)

Managed Sales through KPIs, Responsible for Primary and Secondary demands, daily market visit, checking of stock inventory at warehouse level, proper display of stocks at shelf according to customer standards, extended business month-over-month, delivered **118%** at **Fiscal'22**.

Achieved **232%** Volume target in the month of june, ever highest achievement by any SR.

LINKS

[LinkedIn](#)

CERTIFICATES

Supply Chain Management
Karachi University

Sales Training
Abudawood Pakistan

**Critical Thinking and
Problem Solving**
Project Management Institute

**Business Analytics:
Marketing Data**
LinkedIn Learn

Sales Fundamentals
LinkedIn Learn

Strategic Thinking
LinkedIn Learn

LANGUAGES

English

Urdu

Hindi

TELE-SALES EXECUTIVE(P&G) 12/2020 - 11/2021
ABUDAWOOD TRADING COMPANY(FMCG)

Responsible for Modern Trade, LMTs, General Trades and wholesales all over the City, daily calling 80 to 100 customers, taking orders, generate invoices. Achieved 100% target almost every month.

MARKETING ASSISTANT
CODEVELOOPERS LTD

Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.

SALES EXECUTIVE(FMCG)
NATIONAL FOODS LIMITED

Daily Area visits, managed customers sales, supplies, expiries and merchandising the shelf according to customers need. Report to Area Sales Manager.

CALL CENTER AGENT
E-DATA GROUP

USA based tour Promotions, daily Calling with USA citizens and convinced them for taking promotion packages.

CUSTOMER CARE/SOCIAL MEDIA REPRESENTATIVE
ONMARTS.PK

Customer Services, Online Shopping Marketing, make Strategies, managed social media accounts and groups.

MARKETING STAFF/USHER
ARY SAHULAT BAZAR

Activity based.

EDUCATION

The Virtual University
Bachelor Of Business Administration(BBA)
8/2021 - 12/2023

Last Semester

Sindh Board Of Technical Education
Diploma: Ultrasound Imaging

Higher Secondary School - HSC
Faculty Of Science