



# AJIL AR

+971 506984881 · [ajilarkdl@gmail.com](mailto:ajilarkdl@gmail.com) · [linkedin.com/in/ajil-ar](https://www.linkedin.com/in/ajil-ar)  
Dubai, UAE

## SUMMARY

A Result-driven MBA graduate specialized in Marketing and Logistics Management, backed by five years of practical experience. Currently contributing expertise at Byju's, Dubai, following a successful tenure as an Assistant Manager at Reliance Retail Ltd-India. Proficient in automobile sales, marketing, and administration. Driven by a passion for continuous learning, particularly in sales and marketing, with a strong dedication to enhancing client interaction, nurturing customer relations, and excelling in Inventory Management.

## STRENGTHS AND EXPERTISE

Presentation Skills  
Business Development  
Strategic Planning

Account Management  
Negotiation Skills  
Client Relationship Management

Team Leadership  
Communication  
Marketing Management

## PROFESSIONAL EXPERIENCE



**BYJUS- DUBAI**  
**Senior Marketing Executive**

**February 2023- May 2024**

As a Senior Marketing Executive, I spearheaded strategic initiatives, supervised the execution of marketing campaigns throughout the UAE, expanded online efforts to encompass other GCC countries, and achieved a 100% growth rate by harnessing market insights and pioneering approaches to engage target audiences efficiently..

- Strategy Development: Driving the development of marketing strategies.
- Team Management: Leading and manage a talented marketing team.
- Campaign Execution: Execution of effective marketing campaigns for Lead generation in GCC Market.
- Data Analysis: Daily focus on analysing marketing data for decision-making.
- Budget Management: Responsible for managing the marketing budget to achieve KPIs.
- Achieve B2B Sales Target and Lead target on monthly basis.
- Maintain accurate and up-to-date records of all sales activities, leads, and opportunities in the company's CRM system.
- Conducting Market research and analysis to evaluate trends, brand awareness and competition ventures.



**BYJUS - DUBAI**  
**Sales Executive**

**September 2022- February 2023**

As Sales Executive, I consistently generated substantial revenue and high-quality leads through strategic initiatives, effective relationship-building, and proactive sales techniques.

- Providing exceptional customer experiences by addressing their needs and preferences.
- Leveraging deep product knowledge to guide customers effectively.
- Employing a proactive approach to boost sales and meet targets.

- Ensuring a well-organized and visually appealing store environment.
- Negotiate/Close deals and handle complaints or objections.
- Set up meeting with the potential clients and give appropriate demonstration on the product



**RELIANCE RETAIL**  
**Assistant Manager**

**October 2021- May 2022**

As Assistant Manager at Reliance Retail, effectively oversaw smooth operations, managed inventory, led a team of employees, facilitated e-commerce orders, conducted marketing events, controlled inventory and shortages, and consistently provided detailed reports to senior management.

- Supervise and train retail staff to ensure efficient operations.
- Oversee inventory management, including ordering, receiving & maintaining stocks.
- Execute operational tasks such as opening and closing procedures, cash management, and ensuring compliance with policies.
- Prepare and analyze sales reports, inventory data, and other relevant metrics to identify trends and opportunities for improvement with the help of SAP and MS Excel.
- Managing 40 employees, including retail sales, housekeeping, security, and ecommerce staff.
- Assisting with e-commerce orders through JioMart.
- Inventory control, conducting marketing events, Shortage control was also a part of it.
- Prepared daily reports to the cluster manager.
- Reduced dump value to 25%.



**TOYOTA**  
**Sales Consultant**

**November 2018- July 2019**

As a Sales Consultant at Toyota, consistently delivered exceptional customer service, expertly showcased vehicle features, and effectively guided customers through the sales process to meet and exceed sales targets.

- Finding potential customers through Calling to Leads provided, referrals, cold calling and marketing activities.
- Engage with potential customers to understand their needs and preferences.
- Provide information about available car models, features, and financing options.
- Conduct test drives to showcase vehicle performance and features.
- Negotiate prices and terms of sale to reach mutually beneficial agreements.
- Process sales paperwork accurately and efficiently And thus Follow up with customers to ensure satisfaction and address any concerns.

**PACHAYIL FOUNDATIONS**  
**Sales Consultant**

**August 2017- October 2018**

- Develop and carry out an efficient documentation (including License renewal, Fire and safety Certifications, Health certification, etc)
  - Managed daily administrative tasks and ensuring the smooth functioning of our office operations.
  - Work closely with various departments to streamline processes and contribute to the overall productivity and efficiency of the organization.
  - Oversee office supplies inventory and place orders when necessary.
  - Liaise with external vendors, suppliers, and clients to ensure smooth business operations
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## EDUCATION



### **BHARATHIAR UNIVERSITY**

Master of Business Administration - MBA, Logistics & Supply Chain Management and marketing

CGPA: 7.492

2019 - 2021



### **KERALA UNIVERSITY**

Bachelor of Business Administration - BBA, Finance, General

2014 - 2017

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## CERTIFICATION AND LICENSE



### **UDEMY**

Product Marketing



### **GOOGLE**

Digital Marketing



### **UAE DRIVING LICENSE**

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