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Dubai, UAE



MUBASHEER KV

BUSINESS DEVELOPMENT & SALES PROFESSIONAL

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SKILLS

- Sales
- Decision Making
- Adaptability
- Stress Management
- Customer Service
- People Management
- Negotiation
- Communication
- Interpersonal Skills
- Social Media
- Content writing
- Conflict Handling

PROFILE

Results-oriented sales professional with an MBA degree and 4 years of successful experience in the UAE market. Possessing a Valid UAE driving license, I bring expertise in FMCG products, procurements and budget planning. Additionally, I have a strong foundation in digital marketing strategies. Seeking a challenging sales role where I can leverage my knowledge, strategic thinking, and drive for achieving sales targets to contribute to the growth and success of a dynamic organization.

LICENSE

- **Valid UAE Driving License**
License No: 2819762

PERSONAL DETAILS

Passport No. : R1144372
Visa Status : Cancelled Visa
Date of Birth: 06-09-1992

EXPERIENCE

➤ 2020 Aug – 2023 Apr

Abu Shareef Trading LLC

Sales Coordinator

FMCG Trading company in Abu Dhabi offers a range of services related to the distribution, marketing, and sales of FMCG products

Achievements:

- Managed a diverse portfolio of clients in the FMCG sector, consistently exceeding sales targets and increasing revenue by 25%.
- Conducted thorough market analysis to identify potential business opportunities and develop targeted sales strategies.
- Established and nurtured strong relationships with clients, providing personalized support and promptly resolving issues or concerns.
- Prepared and delivered persuasive sales presentations and proposals, resulting in a high success rate in securing new accounts.
- Building relationships with suppliers and negotiating with them for the best price, quantities and delivery timescales.
- Arranging transport of goods and tracking orders to ensure timely delivery.

➤ 2019 Apr -2020 Aug

Lineup Towers Property Management LLC.

Business Development Officer

Real Estate development, management, and investment company in Abu Dhabi

Achievements:

- Highly motivated and results-driven Business Development Officer with a proven track record of achieving approximate 20% growth rate in real estate company
- Successfully identify and acquire new business opportunities for the company. This could involve prospecting and generating leads, conducting market research, and establishing relationships with potential clients and partners.
- Develop and maintain strategic partnerships with key stakeholders in the real estate industry, such as investors, developers, contractors, and other relevant parties, Play a key role in expanding the company's presence in new markets or regions. This could involve conducting market analysis to identify potential growth areas, formulating market entry strategies

➤ 2018 Apr – 2019 Feb

ASIAN PAINTS INDIA LTD.

Digital Marketing Executive

Indian Company Manufactures and sell wide range of decorative an Industrial Paints

Achievements:

- Develop and execute digital marketing strategies to promote Asian Paints' products and increase brand awareness
- Oversee social media channels, create compelling content, and engage with the audience to foster brand loyalty and customer satisfaction.
- Collaborated with cross-functional teams, including design, sales, and product development, to ensure cohesive brand messaging and consistency across all marketing channels, managing the digital marketing budget, including allocating budgets across different channels and platforms.

EDUCATION



➤ 2015-2015

**DC School of Management
& Technology, Vagamon**

**Master of Business
Administration**

First Class - MBA in Marketing and Human Resources Management under Mahatma Gandhi University

➤ 2016-2018

University of Calicut

**Bachelor of Business
Administration**

Second Class - BBA in Human Resources Management

CERTIFICATES



➤ 2017 March

Certificate Course on Digital Transformation and Marketing

Digital Business School, Kochi

➤ 2016 October

Data Analysis, Intelligence, and Advanced Search through Google.

Prosperity, Bangalore

PROJECTS



➤ A Study on effectiveness of Promotional mix used by Meriiboy Ice-cream's at Ernakulum Region

The study assessed the impact of different advertising channels (television, radio, print, online) on increasing brand awareness, generating customer interest, and influencing purchase decisions. It analyzed the effectiveness of sales promotions, such as discounts, coupons, limited-time offers, or loyalty programs, in attracting customers, driving sales, and fostering brand loyalty.

➤ Organizational study done in 'The Malappuram cooperative Spinning Mills Pvt. Ltd

The study investigated the structure of the spinning mill, including the hierarchy, reporting lines, departmentalization, and coordination mechanisms. Findings identified areas for improvement in terms of streamlining communication, enhancing efficiency, or adapting to changing market conditions. It explore areas such as production planning, quality control, inventory management, and resource allocation

KNOWLEDGE



Application Skills

- Photoshop
- MS Office
- Power Director
- Canva
- InShot
- Canva
- Light room
- VN

Language Skills

- **English** *Full professional working proficiency*
- **Arabic** *Professional working proficiency*
- **Malayalam** *Native proficiency*
- **Hindi** *Full professional working proficiency*