

SHAFEEKH RAHMAN

Sales & Marketing Executive

PROFILE

A results-driven and highly skilled Sales and Marketing Executive with over 6 years of experience in the FMCG sector and 1 years in the book trading industry. Adept at developing and executing innovative marketing strategies, driving revenue growth, and enhancing brand visibility in competitive markets. Passionate about leveraging market insights, consumer behaviour analysis, and strong interpersonal skills to build lasting customer relationships and deliver business outcomes. Seeking to contribute my expertise in sales strategies, brand development, and market expansion to a dynamic team in a challenging and growth-oriented environment.

PROFILE

Date of birth : 04/05/1996

Marital status : Married

Nationality : India

Passport No : P7582639

Driving License: U.A.E Manual

License No : 368219

LANGUAGE

- ARABIC
- ENGLISH
- HINDI
- MALAYALAM
- TAMIL

EDUCATION

- | | |
|---------------------|------|
| • SSLC | 2011 |
| KERALA STATE | |
| • PLUS TWO | 2013 |
| KERALA STATE | |
| • Degree BBA | 2018 |
| CALICUT UNIVERSITY | |

SKILLS

- TEAM WORK
- LEADERSHIP
- COMMUNICATION
- DIGITAL MARKETING
- CRITICAL THINKING
- TIME MANAGEMENT

WORK EXPERIENCE

SALES EXECUTIVE

AL RAWABI GROUP AJMAN

- Sales Strategy Development: Expertise in developing and implementing effective sales strategies.

Supervisor – FMCG Warehouse

RM GENERAL TRADING L.L.C

- Directed daily warehouse operations including stock replenishment and inventory tracking. Reduced stock outs by 20% through proactive stock level monitoring and timely reordering of high-demand items.

VAN SALES EXECUTIVE

RM GENERAL TRADING L.L.C

- Spearheaded van sales and outdoor sales operations, directly reaching retailers and wholesalers to increase product visibility and accessibility.
- Successfully developed new business channels and expanded territory coverage, contributing to a 35% growth in sales volume over the period..
- Conducted regular market visits to identify potential clients, introduce new product lines, and negotiate deals with shop owners and wholesale buyers.

MARKETING EXECUTIVE

ASPIRE BOOKS TRADING SHJ

- Successfully participated in international book fairs in Qatar and Saudi Arabia, establishing the company's presence in key markets and generating new business opportunities with over 50+ international clients.
- Collaborated with sales teams to set monthly targets for book sales, consistently meeting and exceeding goals by optimizing promotional strategies and executing targeted campaigns at book fairs.