



DARREL D'SOUZA

AREA MANAGER – SALES & MARKETING

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ABOUT ME

An experienced Marketing Manager with over 19 years' experience responsible for developing and executing effective marketing strategies and initiatives aimed at increasing sales and profits for the company's products and services. I have worked closely with the sales team, product managers, and other stakeholders to identify opportunities, develop marketing plans, and implement effective programs that drive demand and achieve business objectives while training and mentoring employees to promote culture of collaboration and continuous improvement.



CAREER STATEMENT

"As a highly motivated and results-driven Marketing Manager, I am seeking a challenging role where I can leverage my expertise in developing and executing effective marketing strategies. I have a strong understanding of the retail and wholesale industries and a proven track record of driving sales and increasing market share. I am passionate about building strong relationships with key retailers and wholesalers and delivering impactful marketing programs that meet business objectives. I am committed to continuous learning and improvement."



EDUCATION

Bachelor of Business Administration

Southern New Hampshire University, Manchester, NH, USA- 2010



AWARDS

Top Achiever, SAMSUNG Gulf (2010, 2012, 2013)

Best Initiative Award, Agility Logistics (2009)

Employee of the Month, Agility Logistics (2008)



PERSONAL INFO

Date of Birth: 17th August, 1981

Languages Known: English (Fluent), Hindi (Native)

WORK EXPERIENCE

SAMSUNG GULF (United Arab Emirates)

Senior Area Manager – April 2009 – Sept 2022

SAMSUNG

Responsibilities:

Develop and execute trade marketing strategies that support the company's overall marketing and sales goals for AV & HA.

Work with the sales team to understand customer needs and trends, and develop trade marketing programs that address these needs.

Collaborate with product managers to develop and execute product launches, promotions, and other initiatives that drive sales and increase market share.

Conduct market research and analyze sales data to identify opportunities for growth and optimize trade marketing programs.

Develop and maintain strong relationships with key retailers and wholesalers to ensure effective execution of trade marketing programs.

Manage the trade marketing budget and ensure that all programs are executed within budget constraints.

Evaluate the effectiveness of trade marketing programs and adjust strategies as necessary to achieve business objectives.

Stay up-to-date with industry trends and best practices, and continuously look for ways to improve trade marketing strategies and programs.

AGILITY LOGISTICS (United Arab Emirates)

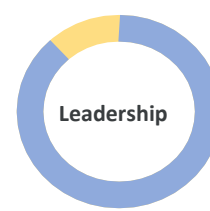
Application Support Executive – Feb 2007– Mar 2009



PRESTIGE BEVERAGES LLC (United Arab Emirates)

Marketing & Business Development Executive – Jan 2005– Feb 2007

PERSONAL SKILLS



AREAS OF EXPERTISE

Trade Marketing Strategy



Product & Promotion Development



Communication & Interpersonal Skills



Customer and Market Analysis



Budget Management



Project Management

