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Dubai , DU 78601

## EDUCATION

MBA, Marketing  
**Kalinga University**, India  
Expected in 2025

B.Com, Economics And  
Commerce  
**Nagarjuna University**, India  
March 2023

## LANGUAGES

English

Hindi

Telugu

# MUHAMMED YASIR

## PROFESSIONAL SUMMARY

Creates and implements successful sales and marketing strategies regardless of scale and budget. Excels at maximizing profits within limited budgets. Performs market research, develops strategic reports and organizes and promotes successful marketing campaigns. Aggressively pursues new sales leads resulting in high sales close rate. Understands importance of working with customers and other executives, as well as keeping staff informed and motivated.

## WORK HISTORY

June 2021 - April 2024

**SVR Milk Products Pvt. Ltd. - Marketing Manager**, Hyderabad

- Conducted market research to identify new business opportunities and stay ahead of industry trends.
- Analyzed sales and marketing data for improved strategies.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Enhanced team collaboration through regular communication channels, fostering a positive work environment where ideas could flourish.
- Directed sales support staff in administrative tasks to help sales reps close deals.
- Implemented data-driven tactics for more accurate forecasting and improved overall decisionmaking.
- Managed sales promotions and marketing strategies on major social media sites.
- Increased market share by identifying untapped customer segments and developing tailored offerings to meet their needs.
- Cultivated and maintained strategic alliances with key partners and vendors.
- Expanded distribution channels by forming strategic partnerships with key industry players.
- Built relationships with customers and community to establish long-term business growth.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Enhanced profitability by developing pipelines utilizing marketing and sales strategies.

May 2017 - December 2021

**AlAhmadiyya Meat Trading LLC - Marketing Manager**, Dubai UAE

- Company establishment and Business Development
- Requiring Staff and giving proper Training to meet company needs
- Having excellent knowledge about UAE government legal works like visa processing, medical and insurance for staff

- Custom clearance work for import of goods
- Motivating staff in proper way to get a good volume of business
- Responsible for Purchase and sales from different companies
- Excellent knowledge about day to day Market conditions
- Dealing with Hotels, Restaurants and Kitchens in Dubai, Sharjah and Ajman with good volume of business
- Maintaining healthy relationship with our clients and giving time to time services
- Having knowledge in profit and loss account and MS-office
- Motivating sales and back office team encourage them for best results and conducting entertainment programs in the company for the best results.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Created company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Managed social media accounts for optimal audience engagement and increased online presence.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions.
- Organized successful trade show exhibits, showcasing products or services effectively to potential customers or partners.
- Boosted sales performance through the creation of engaging promotional materials and targeted advertising strategies.
- Improved customer loyalty by implementing effective email marketing campaigns and personalized offers.
- Mentored junior team members, providing guidance and support to foster professional growth and skill development within the marketing department.
- Maintained documentation, detailing assignments, in-progress work and completed project milestones.
- Managed budgets, allocating funds strategically towards high-impact initiatives that supported overall business goals.
- Streamlined processes within the marketing department for more efficient project management and resource allocation.
- Enhanced company reputation through successful public relations initiatives and positive media coverage.
- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments.
- Utilized market trends and target audience statistics to effectively and appropriately market products.

January 2013 - January 2017

**Bhजारंग General Trading He - Marketing/ Sales, Dubai UAE**

- Company business Development - Marketing, Sales and financial services
- Excellent knowledge in custom clearance in airports
- Visits to customer and other suppliers in the market
- Fulfilling the customer requirements in time
- Bhजारंग general trading lie, Dubai is established in 2012, I started my carrier as a Marketing Executive in this company from Oct'2013 to Mar'2017
- We import fresh goat meat from Ethiopia, Tanzania and India
- We have excellent customer base in Dubai, Sharjah, Ajman and Ras al

Khaimah

- Expanded business and ensured growth of established accounts for a company generating AED 20 million in annual sales
- Roaming all over UAE (Dubai, Sharjah, Ajman & Ras Al Khaimah) for new customers and chasing about their business and enquiring their payment schedules
- Maintaining good relationship with other suppliers in the market and visiting their offices and enquiring about their market and customers situations
- In this organisation boss will sit in India he will visit to Dubai once in a month
- So I have to take care of company financial activities and sending reports to boss who is sitting in India.
- Assisted in the planning of event-based promotions such as webinars or trade shows for increased exposure within the industry community.
- Streamlined internal processes for efficient project management and improved communication between departments.
- Evaluated emerging technologies and platforms for potential integration into the broader digital marketing strategy, ensuring continued innovation and growth.
- Created and managed social media campaigns to increase brand engagement.
- Executed comprehensive marketing plans that consistently achieved targets for increased revenue.
- Developed creative presentations, trend reports, kitted assets, and product data sheets.
- Mentored local personnel on best practices and protocols to maximize productivity.
- Generated sponsorships with related and partnering entities to enhance marketing objectives.

January 2007 - January 2013

**Sundaram Finance Ltd - Assistant Manager**, Hyderabad India

- Credit analysis and document verification and Filed Investigation
- Middle level approvals and Sanction letters issuing
- Regular visits to Dealer showrooms and maintaining relationship, Occasional visits to Fleet and corporate customers
- Recovery and repossession skills
- Sundaram Finance Ltd is one of the best Non banking sector in India, we do Car, Commercial vehicles, Construction Equipment Finance, Mutual funds and Fixed Deposits
- After generating leads for loans I personally visit customer home and investigating his original documents and financial status then we approve the loan, In my level I approve the case and issuing offer letter to customer after that I do documentation work and sending documents to head office, Maintaining excellent relationship with dealers and visiting showrooms and enquiring about market positions and customer feedback about our finance service
- As a encouragement we celebrate parties with all dealer sales managers and executives
- Occasionally visits to group & Fleet customers and discussing about market situations and their future plans about business and taking their referral business

- Solving problematic cases like vehicle repossession and settling accounts without loss to the company
- As well as taking care of month on month recovery 92%
- Got appreciation from DGM & GM level for excellent repossession skills and solving problematic cases.
- Supervised day-to-day operations to meet performance, quality and service expectations.
- Helped with planning schedules and delegating assignments to meet coverage and service demands.
- Mentored junior staff members in their professional development by offering guidance/support in their assigned roles.
- Generated repeat business through exceptional customer service and responded to customer concerns with friendly and knowledgeable service.
- Assisted in recruiting, interviewing, hiring, and onboarding of new employees to maintain adequate staffing levels.
- Mentored team members to enhance professional development and accountability in workplace.
- Promoted teamwork within the workplace by encouraging collaboration among staff members on various project tasks.
- Developed loyal and highly satisfied customer base through proactive management of team customer service strategies.
- Scheduled staff shifts to ensure proper coverage during peak shopping hours without exceeding labor budgets.
- Boosted employee morale by recognizing outstanding performance and celebrating team accomplishments.
- Implemented staff training programs, enhancing product knowledge and improving customer service skills.
- Identified and communicated customer needs to supply chain capacity and quality teams.

January 2005 - January 2007

**Opel floorings pvt ltd - Sales Executive**, Hyderabad India

- New lead generation from the market
- Maintain excellent relationship with architects & interior designers
- Timely deliveries and payment follow-up
- I started my carrier with Opal floorings pvt ltd at Hyderabad, daily going to market where ever new constructions are going on meet the site engineers and discussing with them about who is concern architects and interior designers
- Maintaining good relationship with architects and designers, going to their offices and discussing about their projects going on and showing them our products
- After finalization of orders taking care of timely deliveries and payment follow up from them
- Rechecking the goods about quality and quantities.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Created and implemented successful sales campaigns to drive leads and increase sales.
- Demonstrated expert product knowledge during client interactions, addressing questions/concerns confidently and offering solutions tailored specifically for them.

- Analyzed past sales data and team performance to develop realistic sales goals.
  - Developed and implemented account management plans to establish customer satisfaction.
  - Collaborated with marketing team to create impactful campaigns that generated new leads and increased brand awareness.
  - Conducted product demonstrations to highlight features and redirect objections to positive aspects.
  - Created inviting environment for customers by maintaining store organization and cleanliness.
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## SKILLS

**Good Communication Skills**

**Good Team Player**

**Decision-Making**

**Staff Management**

**Strategic Planning**

**Marketing campaigns**

**Brand Development**

**Market data collection**

**Customer Segmentation**

**P&L Management**

**Relationship Building**

**Quick learner**

**Considerable knowledge and skills in MS office, E-Mail, Internet and other allied applications.**

**Digital Marketing**

**Customer Relationship Management (CRM)**

**Brand Promotion**

**Marketing campaign development**

**Brand-building strategies**

**Customer Acquisition**

**Vendor Relations**

**Marketing and Advertising**

**Microsoft Office**