



# Mohammed Farsan

📍 Muscat Oman

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## 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.

## Skills

- Confidence
- Perseverance
- Patience
- Active listening
- Time Management
- Leadership
- Presentation
- Flexibility
- Problem solving

## Work History

01.2022 - Current

### **Sales and Marketing Executive -Key Accounts**

Western International Group - GEEPAS - Ghala,Muscat, Oman

- Develop and execute sales strategies and plans for key accounts to achieve sales targets and maximize revenue
- Collaborate with internal teams such as product development, marketing, customer service, and operations to ensure alignment and deliver a seamless customer experience
- Analyze sales data, track performance against targets, and provide regular reports to management
- Stay updated on industry trends, competitor activities, and market dynamics that may impact key accounts.
- Suggested innovative ideas to increase sales and improve customer experience.

05.2018 - 01.2021

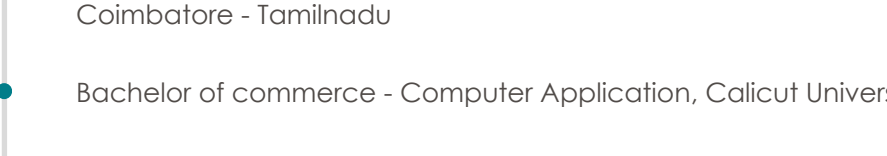
### **Sales and Marketing Executive -Key Accounts**

Enma Al Dar for Food Industry LLC - Oman, Salalah, Oman

- Monitor the distribution of key SKU across all assigned outlets
- Communicating with clients or employers about project, event or campaign expectation and goals
- Delegating task to appropriate team members
- Managing deadlines and progress across the team to ensure the project delivered on time and on budget

- Create frequent reviews and reports with sales and financial data
- Maintains customer relationships for future purchases
- Ensure the availability of stock for sales and demonstrations
- Collecting and analyzing feedback from customers
- Analyzing past sales figures/trends to anticipate future needs
- Prepare and deliver appropriate presentations on products and services
- Create sales material to present to customers
- Negotiate/close deals and handle complaints or objections
- Participate on behalf of the company in exhibitions or conferences
- Developing quotes and proposals
- Developing goals for the development team and business growth and ensuring they are met.

## Education



A vertical timeline with a central grey line and five blue circular markers. To the left of the line are the years 2023, 2018, 2017, 2014, and 2012. To the right of the line are the corresponding educational qualifications and institutions.

Year	Qualification
2023	Master of Business Administration (MBA Marketing), Bharathiyar University, Coimbatore - Tamilnadu
2018	Bachelor of commerce - Computer Application, Calicut University, India
2017	PG Diploma in Business Accounting & Management(PGDBAM), IPA, Kerala, India
2014	Higher Secondary Examination (HSE), Board of Higher Secondary Examination, Government of Kerala
2012	SSLC, Board of Higher Secondary Examination, Government of Kerala

## Languages

**Malayalam:** Native language

Arabic: C1

Advanced

**Hindi:** C1

Advanced

**English:** C1

 Advanced