

# MOHAMMAD SALEEM

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**10+ years of experience in Sales and Marketing with proficiency in marketing strategies, campaigns, lead generation, customer relations, managing marketing team, marketing research, liaising with media and advertising agencies, sales performance management and funds allocation. Adept in digital marketing channels, online marketing tools and best industry practices**

## Experience

### DAR AL SHOBHA

Sales Executive

Ajman, UAE

May 2021 till Date

- Managing day to day sales, handling staff, invoicing and cash flow.
- Booking orders, explaining trending designs and patterns
- Customization of design as per customer demands then explain the changes required to the concern person.
- Ensure the availability of stock for sales and demonstrations.
- Negotiate/close deals and handle complaints or objections, taking Customer feedback after delivery and explains to the team for further improvement.

### COMMON SERVICE CENTER E-GOVERNANCE INDIA LTD.

Delhi, India

Manager-Health (Sales & Project)

Aug 2017- Apr 2021

*CSC physical facilities the delivery of Government of India e-Services to rural and remote locations where availability of computers and internet is negligible or absent. CSC enables the mandate of a socially, financially and digitally adept country.*

[www.csc.gov.in](http://www.csc.gov.in)

Projects: Digital Villages, Swastham Kendras (Wellness centers), Telemedicine Consultations, Medicine Sales (Allopathic, Homeopathic, Ayurveda), NPS, Self Help Groups.

- Managed teams from various departments for execution of sales and digital marketing strategies.
- In charge of business process improvement, project deployment, profitability and IT system development.
- Ensured that day-to-day sales, marketing and project related support is provided through in-house programs or key partners.
- Responsible for promoting support services such as web sites, mobile apps and other third-party arrangements.
- Handled SHG to alleviate people from below poverty line and improve social status through the promotion of self-employment.
- Managed digital marketing campaigns pan India which were heavily focused on welfare and benefit of rural citizens.
- Developed strategies using strong competitive analysis and project perception.
- Developed and maintained relationships with government and non-government entities in order to ensure timely completion of projects.
- Arranged Medicine and Doctor's support to rural areas as well as urban regions.
- Controlled sales of products and medicine pan India.
- Planned and coordinated project execution onsite throughout the year.
- Identified the appropriate media for distribution of promotional advertising and acted as liaison with respective media representatives.
- Coordinated with the Ministry and State Departments when necessary.
- Served as major point of contact for inquiries from beneficiaries and their families.
- Articulated the benefits of each project to respective departments.
- Demonstrated exceptional knowledge of the projects, including products, amenities, expenses and locations.

## Professional Skills

MARKETING MANAGEMENT  
POST SALES SUPPORT  
CUSTOMER PROSPECTING  
RELATIONSHIP MANAGEMENT  
BUSINESS DEVELOPMENT  
COMPETITIVE ANALYSIS  
CROSS-SELLING  
CUSTOMER RETENTION  
MARKET RESEARCH  
STRATEGIC PLANNING  
SALES CYCLE MANAGEMENT  
SALES FORECASTING  
BUDGETING  
SALES MANAGEMENT  
ALLIANCE DEVELOPMENT  
TERRITORY MANAGEMENT

## Education

**2012 Master of Business Administration (MBA) (Marketing & Human Resources Specialization)**  
Shri Ram Swaroop Memorial University, Lucknow, India

**2010 Bachelors in Science (Biology)**  
University of Lucknow, Lucknow, India

## SUGHAM GROUP

Delhi, India

### Sales Coordinator

Jan 2017 – July 2017

- Provided the sales and marketing support for both promotional activities and lead generation.
- Organized marketing initiatives through internal and external channels to manage deliverables and meet deadlines.
- Promoted products among customers through various marketing strategies, prepared sales and marketing plans and promoted company's brand identity.
- Developed business profitability and increased sales by giving end to end customer support.
- Maintained professional relationship with clients and provided best customer service experience.
- Provided quotation proposal to customers considering the current market competitiveness.
- Coordinated with the internal sales team as well as operation team for service booking and material pickup,
- Prepared weekly/monthly/annual sales and performance report.

## VODAFONE INDIA LTD.

Delhi, India

### Retail Sales

Dec 2013- Dec 2016

- Used techniques such as direct selling, cross selling and online selling.
- Assisted in developing and implementing selling strategy to achieve results in key focus areas.
- Maintained up-to-date records of customer contact and recorded sales development activity.
- Supervised on-the-floor training programs and recorded the progress.
- Developed business plans to increase profit and sales of Vodafone products.
- Focused on maintaining average waiting time for each call.
- Ensured high customer satisfaction at all times.
- Managed all complaints and escalated the grievances immediately to ensure immediate resolution.
- Advertised and promoted all new schemes and products of the company.

## PRASTHAV

Uttar Pradesh, India

### Marketing Executive (Advertisements)

June 2012-Nov 2013

- Developed multi-platform advertising services for a diverse client base throughout the region.
- Applied customer segmentation to build campaign in line with the customer demographics.
- Built strong relationships with clients to ensure loyalty and repeat business.
- Presented ad work for the client and made design was aligned to the client's requirements.
- Understood the local advertising environment through daily reporting, participation and interaction with customers.
- Followed up with customers and vendors for solving queries.

## Certifications

- How to Build a Brand on Social Media (Udemy)
- The Complete Management Skills Certification Course (Udemy)
- Stress Management (Udemy)
- Excel Skills: Excel shortcuts, Excel Tips, Excel Tricks (Udemy)
- Customer Care and Sales Management training (Vodafone inhouse training)

References available upon request

## Software Skills

- MS Office
- Troubleshooting for Internal applications and platforms

## Achievements

- 1 Lakh Health Homeo package sales (Consultation & Medicine) during 2017 - 2018.
- 5 lakh Telemedicine Consultation in 2017 - 2021.
- 1 Lakh registration of National Pension Scheme in the financial year 2019 - 2020.
- 6 lakh registrations for Digital Village Beneficiaries during 2018 -2020.
- Product/Medicine worth INR 1.25 crores sold (Allopathy, Homeopathy and Ayurveda) per year.
- Successfully organized International Yoga Day pan India in 2018 - 2020.
- 300 Diagnostic Device installation and training pan India CSC centers.
- Complete setup of 15 Wellness Centers in 2 States of India (Jharkhand and Maharashtra) during 2018 -2019.

## Academic Internship

Market Research on 'Impact of Product Sales with Focus on Various Income and Age Groups, in 2011, **Coca Cola Company Pvt. Ltd., India**

## Personal Info

**Nationality** : Indian  
**Languages** : English | Hindi  
**DOB** : 16<sup>th</sup> June 1988  
**Marital Status** : Married  
**Driving License** : U.A.E