

Mehrooz Khan

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UAE

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<u>Personal Details</u>	<u>Career Objective</u>
<ul style="list-style-type: none">• Gender: Male• Marital Status: Married• Nationality: Pakistani• Date of Birth: 24-04-1994• Visa Status: Employment• Languages: English, Urdu, Arabic, Hindi, etc.	<p>A seasoned professional with over 10 years of experience in Abu Dhabi, Al Ain, and northern areas, specializing in food and non-food products. Skilled in managing operations for hypermarkets, supermarkets, trading companies, as well as catering to hotels, cafes, and restaurants. Proficient in building strong relationships with leading catering services and restaurant chains. Dedicated to utilizing extensive industry knowledge and a robust network to drive growth and success for a dynamic organization.</p>
<u>Core Competencies</u>	
<ul style="list-style-type: none">• Sales & Marketing: Expertise in driving sales and implementing marketing strategies to boost revenue• Business Development: Skilled in identifying new business opportunities and fostering growth.• Customer Relationship Management: Proficient in building and maintaining strong relationships with clients.• Product Marketing: Experienced in promoting products to meet market demands.• ATL/BTL Activities: Hands-on experience in executing above-the-line and below-the-line marketing campaigns.• Lead Generation: Proven ability to generate and convert high-quality leads.• Email Marketing: Competent in creating and managing targeted email campaigns.• B2B & B2C Sales: Extensive experience in both business-to-business and business-to-consumer sales.• Target Oriented: Focused on achieving and exceeding set targets and goals.• Direct Marketing: Adept at personalizing marketing efforts to drive customer engagement.	

Key Responsibilities

- **Opening and Developing New Accounts:**
Establishing and nurturing relationships with new clients to expand the customer base.
- **Renegotiating and Renewing Annual Contracts:**
Ensuring timely renewals and favorable terms for both parties.
- **Follow-Ups and Client Meetings:**
Maintaining regular communication with existing clients and engaging with potential customers.
- **Sales Agreements:**
Negotiating sales, prices, contracts, and payment terms to ensure smooth transactions.
- **Payment Collection:**
Ensuring timely collection of payments to maintain cash flow.
- **Target Achievement Strategy:**
Developing effective strategies to achieve quarterly and yearly sales targets.
- **Delivery and After-Sales Service:**
Coordinating delivery schedules and providing excellent after-sales support.
- **Product Listing:**
Facilitating the listing of new products with clients and markets.
- **Sales Target Achievement:**
Meeting and exceeding sales targets on a quarterly basis.
- **Identifying Sales Trends:**
Analyzing market trends to identify new sales opportunities.
- **Order Management:**
Recording and updating sales orders in coordination with the sales office.
- **Product Promotion:**
Promoting products and special day deals to boost sales and customer engagement.

Work experience



BIN THEEBAN 2000 COMMERCIAL AGENCY ABU DHABI
(FROM APRIL 2014 - APRIL 2022)

Designation: Area Sales Supervisor

Key Clients Management: Managing relationships with key clients such as Carrefour, Spinneys, Lulu, Adcoop, Afcoop, West zone, Choithram, Almaya, and others.



ASPEX GENERAL TRADING, ABU DHABI

(FROM APRIL 2022 - Nov 2022)

Designation: Sales Manager

Responsibilities:

Import and Supply Chain Management: Overseeing the import process and managing the entire supply chain for fresh fruits and vegetables.



T CHOITHRAMS & SONS ABU DHABI

Horeca & Institutional Supplies (FROM DEC 2022 – PRESENT)

Designation: Business Development and Marketing Officer – Horeca & Institutional Supplies

Responsibilities:

Horeca & Institutional Sales: Developing business strategies and driving sales in the Horeca (Hotel, Restaurant, Catering and Cafe) and institutional supply sectors.

Educational Qualification

- **Bachelor of Commerce** (Punjab University 2014)
- **Diploma of Commerce** (P.B.T.E. Lahore 2012)
- **Intermediate** (B.I.S.E. Gujranwala 2010)

Professional Training and Certificate

- ISO Food hygiene certificate.
- Firefighting certificate.
- First aid certificate.

Additional Information

- **Driving License:** Valid UAE Driving License
- **Transportation:** Owns a personal car for work-related travel