

MUHAMMED SHEFIN KATTEKKADAN

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PROFILE

Results-driven Business Development Executive with 3+ years of experience in HORECA sales, client acquisition, and brand development. Proven track record of exceeding sales targets by 30% through strategic outreach and relationship management. Expertise in FMCG brand promotion, payment collections, and market analysis. Adept at resolving customer complaints, managing AR teams, and driving revenue growth in competitive markets.

PROFESSIONAL EXPERIENCE

FUTURE CONNECT ACCOUNTANTS, PAYROLL ASSISTANT

Jan 2023 – Feb 2025 | LONDON, UK

- Processed 200+ monthly transactions with 100% accuracy, ensuring compliance with UK tax laws.
- Maintained digital filing systems (SharePoint), reducing document retrieval time by 30% for audits and internal reviews.
- Automated payroll reports using Excel (VLOOKUP, PivotTables), cutting processing time by 15%.
- Served as primary point of contact, handling 60+ daily calls/emails with 99% accuracy in message relay.
- Prepared 30+ technical payroll reports monthly using Excel (PivotTables, VLOOKUP), reducing errors by 25%.
- Reduced payroll discrepancies by 18% through meticulous documentation review.
- Managed uniform/PPE distribution for 500+ employees, ensuring 100% compliance with safety standards. Partnered with HR and facilities teams to streamline onboarding, reducing new hire setup time by 25%.

THE BIZZYS, BUSINESS DEVELOPMENT EXECUTIVE

Mar 2022 – Jan 2023 | LONDON, UK

- Grew client portfolio by 30% via targeted outreach, relationship management, and onboarding optimization, reducing process time by 25%.
- Prepared monthly sales trackers using Excel, improving data accuracy by 20%.
- Collaborated with 50+ SMEs to streamline onboarding documentation, ensuring 100% policy adherence.
- Managed office supplies inventory, reducing costs by 10% through bulk purchasing and vendor negotiations.
- Maintained 150+ client records in CRM systems, ensuring 98% data accuracy for marketing and sales teams.
- Spearheaded revenue initiatives, achieving 20% annual growth by identifying high-potential SME partnerships and cross-selling services.
- Handled 20+ daily emails/calls, acting as the primary point of contact for client inquiries and scheduling. Scheduled and managed 20+ weekly meetings, including agenda preparation and minute-taking.

EDUCATION

UNIVERSITY OF EAST LONDON, MASTER OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)	LONDON, UK
ANNAMALAI UNIVERSITY, BACHELOR OF COMMERCE	KERALA, INDIA

SKILLS

• HORECA Sales & Client Acquisition	• FMCG Brand Promotion	• Payment Collections & AR Coordination	• Market & Competitor Analysis
• Sales Reporting & Forecasting	• Customer Relationship Management (CRM)	• Proposal Presentations & Negotiation	

CERTIFICATES

• PAYROLL CERTIFIED (FUTURE CONNECT TRAINING INSTITUTE)	• BOOKKEEPING & UK VAT CERTIFIED (FUTURE CONNECT TRAINING INSTITUTE)	• MICROSOFT OFFICE SPECIALIST
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LANGUAGES

- ENGLISH
- MALAYALAM

ADDITIONAL INFORMATION

UAE Driving License Holder

Availability: Immediate Joiner