

NOUFAL.P

Sales and Marketing Specialist

Skilled in Administrative Operations, Client Management, and Business Development

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PROFILE SUMMARY

- Dynamic and results-oriented professional with **7 years of experience** in sales management, business development, and store operations.
- Proven track record in optimizing inventory, driving customer satisfaction, and achieving sales targets through strategic planning and team leadership.
- Skilled in data-driven decision-making, trend analysis, and process optimization to enhance operational efficiency and maximize profitability.
- Adept at fostering long-term client relationships, executing promotional strategies, and managing administrative functions to support streamlined operations.

CORE COMPETENCIES

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| • Sales Forecasting and Trend Analysis | • Team Management | • Sales Documentation and Reporting |
| • Data-Driven Decision-Making | • Communication Skills | • Process Optimization |
| • Inventory Optimization | • Customer Service | • Inventory and Stock Control |
| • Promotional Strategy Development | • Analytical Skills | • Compliance and Record-Keeping |
| • Market Trend Identification | • Administrative Assistance | • Problem Solving |
| • Sales Data Analysis | • Payroll Processing and Management | • Client Relationship Building |
| • Business Development | • Scheduling and Workforce Planning | • Competitor Analysis |

PROFESSIONAL EXPERIENCE

Store Manager | Al Joory Supermarket, Ras Al Khaimah, Dubai: 2019 – 2022

Key Deliverables:

- **Team Leadership:** Directed and trained a diverse team, improving productivity and fostering a customer-centric culture within the store.
- **Customer Service Excellence:** Addressed and resolved customer complaints and inquiries promptly, ensuring high levels of satisfaction and retention.
- **Inventory and Pricing Management:** Oversaw inventory control and pricing, optimizing stock levels and pricing strategies to maximize profitability.
- **Promotional Campaigns:** Developed and executed promotional campaigns, leveraging visual displays and marketing materials to drive store foot traffic and boost sales.
- **Sales Forecasting and Analysis:** Conducted monthly sales forecasting and analysis to identify trends and make data-driven decisions on inventory and promotions.
- **Administrative Efficiency:** Coordinated administrative activities, including payroll, scheduling, and sales documentation, to support streamlined store operations.

Area Sales Manager | Koliyot Speciality Chemicals, Kozhikode, India: 2014 – 2018

Key Deliverables:

- **Client Relationship Management:** Established and maintained long-term business relationships with new clients, driving repeat business and customer loyalty.
- **Business Development:** Identified and pursued new business opportunities, increasing company revenue through targeted development strategies.
- **Customer Satisfaction:** Managed and resolved customer inquiries, enhancing client satisfaction and expanding potential business avenues.
- **Competitive Analysis:** Conducted detailed competitor analysis, providing strategic insights to improve sales performance and market positioning.
- **Sales Target Achievement:** Consistently exceeded sales goals, contributing significantly to the company's revenue growth and market share.
- **Sales Strategy Implementation:** Developed and implemented tailored sales strategies to penetrate new markets and increase product adoption.
- **Administrative Coordination:** Managed administrative tasks, including sales reporting and documentation, to ensure accurate records and smooth business operations.

EDUCATION CREDENTIALS

- Master of Business Administration from Visvesaraya Technological University in 2013
- Bachelor of Business Administration from Madras University in 2011

REFERENCE

- Rajan | Position: Manager, Koliyot Speciality Chemicals | Contact: +91 9645473690
- Shanib | Position: Managing Director, Al Joory Supermarket RAK, Dubai | Contact: +971 554446283

PERSONAL DOSSIER

- **Languages Known:** English, Hindi, Malayalam, Tamil
- **Visa Status:** Visit Visa