



MOHAMMAD UMAR



SHARJAH, UAE



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CAREER SUMMARY

Experienced Marketing and Sales Executive with a successful track record of driving revenue growth and enhancing brand visibility. Adept at developing and implementing strategic marketing initiatives to capture market share and increase sales. Skilled in analyzing consumer trends, conducting market research, and identifying opportunities for product positioning. Proven ability to collaborate cross-functionally and to achieve sales targets. Committed to delivering exceptional results through innovative marketing strategies and effective sales techniques.

WORK EXPERIENCE

Sales Executive

IFFCO, UAE | July 2023 - Present

- Identifying and reaching out to potential customers to generate new business opportunities.
- Building and maintaining strong relationships with clients to ensure long-term business success.
- Delivering product or service presentations to potential clients and demonstrating the value of the company's offerings.
- Negotiating terms and closing sales to meet or exceed sales targets.
- Understanding market trends and customer needs to inform sales strategies and adapt approaches.
- Tracking sales performance and providing reports to management on sales metrics and progress.
- Addressing any issues or concerns clients may have and ensuring customer satisfaction.

Marketing Executive

Anand Tractor Pvt. Ltd. Pune | Jan2022- Dec 2022

- Collaborated with product development and sales teams to align marketing strategies with product roadmap and sales objectives, ensuring cohesive messaging and positioning.
- Utilized marketing automation platforms and CRM systems to segment target audiences, personalize messaging, and track campaign performance.
- Produced compelling marketing collateral, including sales presentations, brochures, and website content, to support lead generation and sales efforts.
- Monitored social media channels and online forums to engage with customers, address inquiries, and manage brand reputation.
- Analyzed campaign metrics and KPIs to identify areas for improvement and optimize marketing strategies for maximum impact.

EDUCATION

ALLANA INSTITUTE OF MANAGEMENT SCIENCE,PUNE.

Master Of Business Administration (2020-2022)

Master in Marketing/ Sales & Operations

SINGHANIA UNIVERSITY

Bachelor of Science | (2017 - 2020)

PROFESSIONAL SKILLS

- Digital Marketing
- Negotiation
- Communication
- Strategic Thinking
- Analytical Skill
- Market Research
- Sales Analysis
- Innovative/ Creative
- Financial Management
- Team work and Collaboration

TECHNICAL SKILLS

- MS Excel
- Power point
- MS Office
- CRM

COURSES

*Trade Marketing & Distribution
Management*

DRIVING LICENSE

- A valid UAE Driving License
- A valid Indian Driving License

PROJECT WORK

TOPIC- SALES PROMOTIONS ACTIVITIES, MASSEY FERGUSON (ANAND TRACTOR) , DURATION- 2 MONTHS

DESCRIPTION- Understanding the effectiveness of the sales promotional activity, customer opinion about the promotional activities and promotional practices of Anand Tractor Private Limited (Massey Ferguson dealership)

LEADERSHIP AND EXTRA CURRICULAR ACTIVITIES

- Team Leader of Hospitality Department in Happenings-2022 organized by AIMS 2022.
- Volunteer in Marketing activities for Happenings 2022 organized by AIMS 2022.

LANGUAGES

- English
- Hindi/Urdu

DECLARATION

I certify that the information provided in this resume is true and accurate to the best of my knowledge and belief.

MOHAMMAD UMAR