 NAQEEBULLAH SHARAFUDDIN

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**Objective**: To join a dynamic and challenging professional environment, utilizing my extensive expertise in Sales, Marketing, HR, and Management. With a commitment to driving business growth, enhancing customer engagement, optimizing organizational performance, and fostering a collaborative work culture, I aim to make a positive impact on the overall success of the organization. Continuous learning and growth in these fields are my goals.

SKILLS AND EXPERTISE:

Russian

**SEO, Automation, Content Marketing**

English

Arabic

Urdu & Pashto

Farsi

**MS Office**

**Graphics Designing**

**HTML/VB.net**

**Reports Writing**

**Office Management / Team Work**

**Dealing with Govt Departments, PRO**

**Inventory Controller / Data Analysis**

**Languages**

**IT Skills**

**Administration Skills**

**Sales & Marketing skills**

**Customer Service**

**Business Acumen / Attention to details**

**Coordination/Liaison**

**Time management & organized**

**People Management / Active listening**

**Events &** **Exhibitions/ Interpersonal Skills**

**Strategy formulation**

CAREER FEATURES:

BIN ASHRAF TRADING L.L.C (Jan 2012 – Mar 2020)

A luxury brand in the retail and wholesale market, Bin Ashraf Trading is a manufacturer and reseller in the Leather Industry with presence in three countries Turkey, Pakistan and UAE with more than 25 years of operations, the company produces leather shoes, jackets, trousers, gloves and caps for its solid chain of customers across the globe. Started as a **Sales Executive** once graduated to a **SENIOR SALES & OPERATIONS supervisor,** where I managed multiple functions.

As a **Sales Executive (Jan 2012 -Sep 2013)** I have worked out the following duties;

• Provided exceptional customer service to clients, ensuring their needs were met and exceeded.

• Implemented successful outdoor marketing strategies, resulting in increased product visibility and client engagement.

• Generated and converted leads, expanding the customer base and driving sales growth.

• Maintained meticulous records, ensuring accuracy and efficiency in sales operations.

As a **Senior Sales & Operations Supervisor (May 2014 – Mar 2020),** my duties were as follows

• Creating sales plans to meeting organization goals, building membership, and providing strategic solutions for sales efforts including campaigns, tradeshows and acquisition.

• Monitoring employee productivity and providing constructive feedback and coaching.

• Reducing operational costs, monitoring the department's compliance with operational policies.

• Clearing consignments and maintaining an accurate record of each product.

• Management of daily store operations.

• Dealing with Government offices like Economic department, Dubai Customs & Ministry of Labor for renewal of licenses, agreements and work permits.

• Scheduling staff shifts and managing payroll.

• Analyzing customer data to identify trends and improve the customer experience.

• Assisting with merchandising, including setting up displays, price tags, and promotion signs.

• Analyzing financial data and performance and projecting the future dimensions and course of actions.

• Monitoring sales figures and KPIs through a structured process.

• Collaborating with vendors and suppliers and recommending and improving the product specifications.

• Coordinating with management for market research and giving more inputs about the market trends.

DICOTECH QATAR WLL (Oct 2013 – Mar 2014)

The company offers different consulting services in the construction industry; I have worked as an Expeditor in the company, where my duties were as follows.

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• Collected payments

• Updated database

• Coordinated with Finance Manager

• Suggested new sites for opportunities

• Briefed on the collection history of each client.

• Met the time-sensitivity goals of the business.

QUALIFICATIONS

B.Sc. honors in Business Administration (University of Sharjah in 2011)

GPA: 3.34

IELTS: 6.5

Placed on the honor list based on my semester performance

PERSONAL DETAILS

Pakistani (AA9336732)

Married

UAE Residence Visa

UAE Driving License

D.O.B (05.03.1988)