

# RIZWAN MOHAMMED

Dubai, 6020

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Nationality: Indian

Visa Status: Employment Visa



## Professional Summary

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Results-driven sales leader driving 32% growth for school uniform company and 20% for FMCG brands through social media campaigns, retailer partnerships, and distribution optimizations. Launched ecommerce site processing 10-15 daily uniform orders. Reduced warehouse delays 17 hours. Grew FMCG sales 15-25% via impactful festive promotions. Seeking customer-centric sales role to increase penetration.

## Professional Experience

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### Assistant Sales Manager

Techno Alliance General Trading (NIMS Group), Dubai, UAE

(May 2022 – Present)

- Increased annual uniform sales 32% in 2022 by bundling products and optimizing social media promotions during back-to-school peak
- Onboarded 2 new private school accounts in 2022 expected to generate AED 125k in additional uniform revenue
- Launched technoalliance.ae ecommerce site in Sept 2022 to enable online ordering, currently processing 10-15 orders per day
- Set seasonal sales plans focused on maximizing growth from target buyer segments like parents of new students
- Coached a 8-person sales team on consultative selling methods which increased add-on purchase rate by 15%
- Reduced warehouse processing time from 72 to 55 hours by implementing inventory management system, resolving order delays
- Conducted meetings with administrators at 6 prospective school accounts over 6 months to demonstrate custom uniform capabilities
- Analyzed 5 years of historical order data to identify peak annual sales cycles and inform promotional strategies

## **Sales Executive**

P Yousuf & Co (Authorized Distributor of Unilever), Kannur, India  
(March 2019 – December 2021)

- Exceeded quarterly FMCG sales targets by average 20% over 2 years through strategic territory management and building retailer loyalty
- Extended major supermarket contract via 30% increased product visibility proposal, elevating brand exposure
- Orchestrated 2021 festive promotion with 75+ local retailers, spurring 25% seasonal sales growth
- Championed Salesforce CRM adoption enhancing lead tracking and conversion rates 15%
- Curated 100+ product training seminars for 120 retailers, directly improving satisfaction scores 25%
- Created gift pack bundles combining Hero and CloseUp which sold out in 2 weeks
- Optimized delivery route planning reducing distribution costs 12% while upholding on-time KPIs

## **Education**

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Bachelor of Business Administration

SRM UNIVERSITY, Chennai, India

## **Certifications**

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Product Management - TDRA

Service Management - TDRA

## **Other Information**

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Languages: English, Hindi, Malayalam, Tamil, Arabic

Notice Period: 1 month

Valid UAE Driving License