



# SOYI PARAYAKKONATH SHAJI

📍 Qusais, Dubai, UAE

☎ +971503416063

✉ soyivkm@gmail.com

## + Professional Profile

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As a Branch Manager at Gateway Beaumonde's in India, I bring over 6.5 years of valuable experience in the UAE, focused on Home Appliances and Electronics sales. My expertise encompasses effective sales and marketing strategies for industry-leading brands such as Electrolux, Hoover, Bertazzoni, Maytag, and Kenwood. With a Master's Degree in Business Administration specializing in Marketing, I possess a strong foundation in driving revenue growth and fostering customer relationships in competitive markets.

## + DRIVING LICENSE

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DUBAI – Motor Car

## + LINKS

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<http://linkedin.com/in/soyi-p-s-562a0038>

## + REFERENCES

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- **THE HC MANAGER**  
CARREFOUR AJMAN CITY CENTRE  
**Phone Number:** +97167053600  
**Email:** hcajm@mafretail.com
- **THE HUMAN RESOURCE MANAGER**  
JASHANMAL NATIONAL COMPANY  
**Phone Number:** +97144174800  
**Email:** hr@jashanmalgroup.com

## + WORK EXPERIENCE

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- Gateway Beaumonde's co. JAN 2022 - MAR 2024  
Calicut -Kerala  
**BRANCH MANAGER**
    - Oversee branch operations, attaining sales goals, customer service and managing financial transactions, Managing resources and staffs and Business Development.
  - Jashanmal National Company SEP 2016 - APR 2021  
UAE  
**HOME APPLIANCE SALES MERCHANDISER**
    - Display the products & prices, Coordinate and implement the Sales and Brand promotional activities in the stores.
    - Assist the Customers in the store and understand the customer needs.
    - Proposing and demonstrating the products, Sales close and delivery follow up.
    - Resolve Customer complaints by coordinating with Service center.
    - Achieve brand Sales Targets.
  - Carrefour Hypermarket Ajman APR 2015 - AUG 2016  
Ajman, UAE  
**TV & AV SALESMAN**
    - Assist the customers to Choose Products and Resolve Customer complaints by coordinating with After-sales Department.
    - Manage the merchandisers and implement the store promotional activities.
    - Sale of TV & AVs along with Carrefour Extended warranty services to the customers.
    - Warehouse management and stock arrangement.
- ## + EDUCATION
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- PEOPLE INSTITUTE OF MANAGEMENT STUDIES 2011 - 2013  
KANNUR UNIVERSITY- KERALA, INDIA  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**
    - Marketing

## + COURSES

- APR 2024 - JUL 2024  
**GDA - PATIENT CARE**  
ASSISTANT, HOPE  
FOUNDATION SKILL  
DEVELOPMENT CENTER  
KOTTAYAM
- JUN 2022 - JUL 2022  
**DIGITAL MARKETING,**  
TRYSOCIO DIGITAL ACADEMY  
KANNUR

## + PERSONAL DETAILS

**Date of birth**  
23 Feb 1990

**Nationality**  
Indian

**Visa status**  
Visit visa valid till 30-11-2024

## + ACHIEVEMENTS

Digital marketing certificate

**Training Certificates :**

ELECTROLUX Appliances

BERTAZZONI SPA Italy.

GDA – Patient Care Diploma

Certificate in NSDC India.

NCC : 'B' , 'C' Certificates.

- ST PIUS X COLLEGE RAJAPURAM

2008 - 2011

KANNUR UNIVERSITY-KERALA, INDIA  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## + SKILLS

Sales Negotiability And  
Interpersonal Communication

Planning & Organizing

Merchandising and  
Problem Solving Skill

Business Development, Team  
Player & Fast Learner

Customer Service

Accuracy & Attention To Detail

Basic Knowledge In Digital  
Marketing

Microsoft Computer  
Packages: Excel, Word,  
PowerPoint Etc.

## + LANGUAGES

English

Malayalam

Hindi

Arabic

## + DECLARATION

I hereby declare that the above information is true to the best of my knowledge and belief.

Place: Dubai  
Date : 22-10-2024

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