



SOYI PARAYAKKONATH SHAJI

📍 Qusais, Dubai, UAE

☎ +971503416063

✉ soyivkm@gmail.com

+ Professional Profile

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

DUBAI – Motor Car

+ LINKS

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

+ REFERENCES

- **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

- 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
- 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	Customer Service
Planning & Organizing	Accuracy & Attention To Detail
Merchandising and Problem Solving Skill	Basic Knowledge In Digital Marketing
Business Development, Team Player & Fast Learner	Microsoft Computer Packages: Excel, Word, PowerPoint Etc.

+ LANGUAGES

English	Hindi
Malayalam	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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