



ARUN KUMAR

SALES EXECUTIVE

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SUMMARY

Sales and Marketing professional with over 4 years of experience in the automotive industry. Held roles as Sales Executive at Peeyesyem Hyundai and Kun Hyundai in Chennai, and Marketing Executive in Qatar, focusing on customer engagement and driving sales growth. Proven track record in achieving targets and enhancing customer satisfaction.

EDUCATION

Dr. Mahalingam College of Engineering and Technology
BE- Automobile Engineering

Coimbatore, Tamil Nadu, India
08/2015 – 05/2019

Professional Diploma in Hair Technology
VLCC Institute

Chennai, Tamil Nadu, India
12/2020 – 05/2021

SKILLS

- **Core & Soft Skills:** Customer Relationship Management, Product Knowledge, Negotiation, Communication, Time Management, Problem Solving.

WORK EXPERIENCE

Sales Executive
Kun Hyundai

Chennai, India
01/2023 – 07/2024

- **Customer Relationship Management:** Engaged with potential customers to understand their vehicle needs, provide tailored recommendations, and facilitate the sales process from inquiry to delivery.
- **Sales Target Achievement:** Consistently met and exceeded monthly sales targets by maintaining a strong pipeline of leads and converting them into successful sales through effective communication and follow-ups.
- **Product Knowledge & Demonstrations:** Provided detailed product demonstrations and test drives, ensuring customers were fully informed about vehicle features, financing options, and after-sales services

Marketing Executive
Al Khor Trading and Contracting

Al khor, Qatar
03/2022 – 01/2023

- **Develop and Execute Marketing Campaigns:** Designed and implemented targeted marketing campaigns to promote contracting services, resulting in a 15% increase in client inquiries.
- **Market Research and Competitive Analysis:** Conducted thorough market research to understand industry trends and competitor strategies, allowing the company to refine its service offerings and stay competitive
- **Feedback Collection and Implementation:** Gathered client feedback to identify areas for service improvement, ensuring that customer needs were met and enhancing overall satisfaction, leading to a 25% increase in positive client testimonials.

Sales Executive
Peeyesyem Hyundai

Chennai, India
05/2019 – 02/2022

- **Collaboration with Marketing:** Worked closely with the marketing team to design promotional campaigns and events, driving brand awareness and attracting new customers to the showroom.
- **After-Sales Support:** Ensured customer satisfaction post-purchase by providing ongoing support and assistance, fostering repeat business and referrals through strong relationship-building.
- **Product Knowledge Dissemination:** Provided comprehensive product demonstrations and information to customers, addressing inquiries and concerns to facilitate informed purchasing decisions.

LANGUAGE

- Tamil
- English