

# Samiuddin Ahmad

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## PROFESSIONAL SNAPSHOT

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A Postgraduate in Business Administration, specializing in International Business with 10 year of work experience in the field of Export Management, Client Management, Client Negotiations, Team Management Talent Engagement and Development, Project Implementation for Customer Service, Creative and Innovative in bringing new changes and process improvement . Product development, price negotiations & order confirmation with buyers / liaison offices.

## EDUCATION

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### Master of Business Administration (International Business)

INDIAN INSTITUTE OF FOREIGN TRADE 2011-2014

### Bachelor of Arts (Hons.) English

MAULANA AZAD COLLEGE (CALCUTTA UNIVERSITY) 2001-2004

### Diploma in Information and Technology

NIIT 2004

## WORK EXPERIENCE

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### ZODIAC INTERNATIONAL.

2016 till current

- Currently involved in own export and import business.

### FSD Building Materials.

- **Manager Marketing (Veneer) Worked for 4 months from August 2016 till Nov 2016.**
- Was based In Delhi and was handling the veneer sales in whole of North India.
- Managed a team of Sales Executives.
- Maintaining and increasing sales of veneers.
- Reaching the targets and goals set for different states.
- Establishing, maintaining and expanding the customer base.
- Servicing the needs of my existing customers.
- Increasing business opportunities through various routes to market
- Setting sales targets for individual sales executives
- Allocating areas to sales representatives.
- Developing sales strategies and setting targets.
- Monitoring the team's performance and motivating them to reach targets.
- Compiling and analyzing sales figures.
- Dealing with some major customer accounts myself.

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- Collecting customer feedback and market research.
- Reporting to Head Woods.
- Keeping up to date with products and competitors.

## **WIPRO Ltd.**

2007-2013

- **Supervisor**
- Managed a team of 12 associates
- Managed a process (insurance) and oversaw CPM and project implementation
- Handled Quality SPOC and educated the team on latest requirements.
- Implemented projects to reduce shrinkage
- Maintaining liaison with US Client and keeping abreast with the policies and protocols of US Governments related with medical insurance.
  
- **Senior Associate (Talent Engagement and Development)**
- Updated process with changes and company policies
- Took part in Employee Welfare Management and internal job placement interviews.
- Was responsible for designing and implementing talent management and retention activities for KDC.
- Drive the talent management & retention charter and HR best practices in the KDC - ensure timely closure of TED SLAs (Skip meetings, Confirmatory Appraisals, G&O for new employees, Induction for new employees, One on One with employees, Reward & Recognition program, site visits etc)
- Lead the people engagement mandate by strategizing and anchoring various events & interventions which includes driving national level initiatives in the region.
- Track trends in employees concerns / behavior and proactively address talent issues before they impact business
- Ensure collaborative efforts and drive synergy between various lines of businesses.
- Run to attrition plan for the region and arrest any possible indicators of attrition by designing suitable interventions

## **Zen International**

2004-2006

- **Export Manager - Marketing**
- Building & maintaining relations with the existing customer base.
- Managing Logistics and Manufacturing
- Maintaining contacts with foreign clients
- Supervising the domestic sales.
- As an Export Manager I used to procure raw materials from all over India. Also negotiated price with the Foreign Client according to the manufactured product.
- Also acted as a selector of leather at different stages.eg, raw leather, semi finished leather and finished leather.
- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.

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- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing.
- Also maintained a very good rapport with the bank which helped me to get loan for my company on the basis of L/C whenever required.
- I was also in charge of all the activity of the factory that is from manufacturing of finished leather till the unloading of the container in the port.
- Also represented the company in different Leather Expo such IILF in Chennai and in Bangkok International Leather Fair which is held in Bangkok every year.
- Also kept myself abreast with all the updates on the trade policy by DGFT, WTO and ECGC.
- I was also in contact in CLE (Council for Leather Export) to track the business position of International Buyers.
- Also visited different countries on business trips.
- Administer all import and export of goods and supervise delivery of all goods and manage distribution of all goods to various geographical locations efficiently.
- Oversee handling of all goods and ensure safety in all transportation and design cost effective methods for same and analyze best means of transport for all products as per customer requirement in coordination with manager.
- Maintain subject matter expertise in all import and export operations and evaluate all company businesses and provide require classification for same.
- Perform all internal and external audits and perform required prior disclosures for all processes and supervise efficient working of all external agents such as freight forwarders and customer brokers.
- Monitor implementation of all department operations and ensure compliance to all regulations for department and subsidiaries and adhere to all standards for import and export goods and establish all targets and streamline processes to incorporate all government regulations.
- Design all compliance forms and templates and prepare required reports and maintain an efficient import and export classification data bases and ensure accuracy in same and ensure compliance to all regulations.

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## SKILLS

- Export Management

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- International Client Management & Negotiations
- Management of an entire project life cycle
- Talent Engagement & Development
- Marketing Of Products.
- Team Management.
- Brand Management.

## **OTHER ACTIVITIES AND ACHIEVEMENTS**

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- Was awarded Best Employee Award at WIPRO on five occasions
- Participated and won in multiple inter-college quiz competitions
- Won awards in district-level table tennis competitions