



MOHAMED ASIK

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PROFESSIONAL SUMMARY

Seasoned Sales & Logistics Specialist with over 13 years of progressive experience in last-mile delivery, route optimization, merchandising, and store operations across Dubai and the UAE. Proven track record of exceeding sales targets through strategic client acquisition, inventory management, and process improvement. Adept at coordinating cross-functional teams, enforcing DOT safety standards, and delivering exceptional customer service. Skilled in POS/ERP systems, vendor negotiations, and performance analytics. Seeking to leverage operational expertise and sales acumen to drive revenue growth and operational excellence in a dynamic organization. Have **Valid UAE Driving License**.

WORK EXPERIENCE

SALESMAN	2022 – PRESENT
Queen General Trading LLC, Dubai, UAE	
<ul style="list-style-type: none">Execute strategic sales campaigns for general trading products, driving a consistent month-on-month revenue increase.Cultivate and maintain relationships with key clients and vendors; negotiate pricing and payment terms to maximize margins.Analyze sales data and market trends to identify opportunities for product expansion and targeted promotions.	
SALES EXECUTIVE	MAY 2017 – FEB 2018
Global Marketing LLC, Ajman, UAE	
<ul style="list-style-type: none">Generated new business by presenting cost-benefit analyses and tailored product demonstrations to prospective clients.Exceeded quarterly sales targets by 20% through proactive lead generation and relationship management.Maintained CRM records, tracked pipeline metrics, and coordinated follow-up communications to ensure repeat business.	
STOREKEEPER	MAY 2013 – MAY 2017
Ajman Markets Co-operative Society, Ajman, UAE	
<ul style="list-style-type: none">Oversaw inventory control for a high-volume retail outlet; conducted monthly stock counts and reconciliations.Planned and executed promotional campaigns, resulting in a 12% increase in average monthly foot traffic.Trained and supervised store staff on merchandising standards, customer service protocols, and cash handling procedures.	
MERCHANDISER	APR 2011 – MAY 2013
Union Co-operative Society, Dubai, UAE	
<ul style="list-style-type: none">Developed data-driven merchandising strategies based on sales analytics, customer behavior, and market trends.Collaborated with buyers and suppliers to negotiate pricing, quantities, and delivery schedules.Optimized shelf layouts and product placements to maximize visibility and turnover.	
SECURITY GUARD	APR 2008 – FEB 2011
Al Tanmyah LLC, Dubai, UAE	
<ul style="list-style-type: none">Conducted routine patrols, monitored access points, and operated CCTV systems to safeguard premises.Authorized entry of personnel and vehicles; enforced company security protocols and emergency procedures.Prepared daily security logs and incident reports for management review.	

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)	2004 – 2007
PRC College, Thanjavur, Tamil Nadu, India	
HIGHER SECONDARY CERTIFICATE	2004
St. Antony's Higher Secondary School, Tamil Nadu, India	

TECHNICAL SKILLS

<ul style="list-style-type: none">Point of Sale (POS) & Billing SoftwareInventory Management SystemsDelivery Management & Navigation Apps	<ul style="list-style-type: none">Microsoft Office Suite (Word, Excel, PowerPoint)Electronic Documentation & Reporting
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CORE COMPETENCIES

<ul style="list-style-type: none">Last-Mile Delivery & Route PlanningSales Strategy & Client AcquisitionMerchandising & Inventory ControlCash Handling & POS/ERP SystemsVendor & Stakeholder Coordination	<ul style="list-style-type: none">Customer Relationship Management (CRM)Safety & Regulatory Compliance (DOT)Process Improvement & Workflow OptimizationTeam Leadership & Staff TrainingPerformance Reporting & KPI Analysis
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LANGUAGES

<ul style="list-style-type: none">English	<ul style="list-style-type: none">Hindi	<ul style="list-style-type: none">Malayalam	<ul style="list-style-type: none">Tamil
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