

RESUME

PERSONAL INFORMATION

HANTYAR UMMAR SIDDIK

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Email: siddiq313@gmail.com

Date of Birth - 7thth November 1981

Marital Status - Married

Nationality - Indian

Passport No - J5525531

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- Versatile, result oriented with **12+** years of rich hard core sales and marketing experience in **Bahrain**.
 - Proven mettle of achieving significant volume and value growth in the competitive FMCG sector with effective strategizing and implementation.
 - Hands on leadership experience in sales management, business development, distribution and logistics, supply chain, market research and market intelligence, customer relationship and key account management,
 - Adept in leading multicultural teams and creating an ambience for motivated team work fostering excellence.

PROFESSIONAL EXPERIENCE

1. (TRAFICO GROUP BSC): As a Trade Marketing Executive 2009 to till date.

- A link between the Marketing Manager and the sales team.
- Handling the Brand FCME (Rainbow,Omlala), TGBL (Tata,KD Tetley,) Pure Food (American Gourmet) IFFCO (Noor, Sunny Oil) Royal Processed Peas, Pride Cheese, Honig Pasta, Potato Chips, etc.

- Analyze the performance of the brands by division and highlight the same to the Marketing Manager for necessary action.
- Work on the business plan – forecasting, ordering, sampling ...
- Attending and Organizing Sales promotion events
- Arrange BTL activity coordinate with hypermarket to arrange displays /advertising activity.
- Conduct market surveys and keep a close watch on the competitors to take necessary measures so that our share does not go down.
- Reporting to the Sales Manager on the daily sales performance of each division along with administrative reports such as budget preparation of brand wise, sales forecast, sales actual verses previous, sales budget comparison report of Year to Year, product comparison and sales performance report.
- Propose consumer promotions and cross promotions.
- Plan, finalize on the promoter activity and coordinate with the Agency.
- Follow up on overstock, near expiry items and propose action plan.
- Raise the necessary debit notes for claims from the Principals.
- Analyze the performance of the brands by division and highlight the same to the Marketing Manager for necessary action.
- Assisted, worked towards the implementation and successful beginning of online platform for the company.

2. (TRAFICO GROUP BSC): As a Sales Administrator/ Coordinator from May 2007 to October 2009.

- Reporting to the Sales Manager on the daily sales performance of each division.
- Coordinate with the sales team in order to ensure that the set objectives are met.
- Finalize on the salesman wise monthly targets as per the guidelines of the Sales Manager.
- Make monthly salesman wise achievement reports and finalize on their incentive earnings.
- Work on the annual budgets as per the guidelines of the Sales Manager.
- Working on sales forecast on monthly basis
- Working on sales order and stock out of SKU
- filing, sending emails, typing, faxing, copying Prepare sales-related documents throughout the sales process (e.g., proposals, contracts,

VENUS ADVERTISING: as a Graphic *Designer* from 2005 to 2007 Feb.

- Graphic artworks, which includes corporate logos, vinyl graphics & commercial advertising designs.
- Manufacturing Advertising Products: Printing Digital Printing, Thermal Printing.
- Plotting & Engraving Inkjet Plotter, Sign Jet Plotter, Router, Laser Engraving, and Vinyl Cutter.
- Actively involved in making Sun Stamps, Rubber Stamps, ID Card printing, Processing positives and negatives, Vinyl pasting.

2. **FRAGRANCE PERFUMES:** As a indoor Salesman order processor, Inventory controller from 2003 to till 2005.

- Selling the Perfumes, Watches. And cosmetic product.
- Maintaining a record of budgeted sales and actual sales.
- Maintaining Inventory records through Tally 5.4 version.

TECHNICAL SKILLS:

- ❖ SOFTWARE: DCS (Diploma in computer software) from Aptech computer Education Bangalore.

WEB & GRAPHIC DESIGNING:

- ❖ Front Page HTML, Java Script C Basic Visual Basic 6.0
- ❖ Page maker Photoshop, Illustrator, Flash, Composer (Vector Graphics) & Dreamweaver.
- ❖ Data base Designing .MS Access.

HARDWARE:

- ❖ 3 Months hardware course from Asia tech computer Sullia. Assembling installation & Maintenance

EDUCATIONAL QUALIFICATION:

- ❖ Pre university Board Bangalore
- ❖ Diploma in computer from Computer Education(DCS)
- ❖ 1 Year Web & graphic Designing from Arena Multimedia Bangalore.
- ❖ 3 Months Hardware course from Asia Tech Computer.

LANGUAGES PROFICENCY

- ✓ ENGLISH
- ✓ Hindi
- ✓ Kannada
- ✓ Arabic
- ✓ Malayalam