



# SAYED ZAHID MASHOOR

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kerala , India

## EDUCATION

BACHELOR OF ARTS SOCIOLOGY  
University Of Calicut  
2021 - 2024

Higher Secondary  
GVHSS Azhiyur , Kozhikode  
2019 - 2021

## EXPERTISE

- Strategic Planning
- Market Research
- Content Creation
- Project Management
- Brand Management
- Negotiation
- Presentation

## SKILLS

- Attention to Detail
- Communication
- Teamwork
- Adaptability
- Critical Thinking
- Interpersonal Skills
- Time Management
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## LANGUAGES

- English
- Malayalam
- Tamil
- Hindi

## ABOUT ME

Dynamic and results-oriented Marketing Executive with a couple of years experience in developing and implementing strategic marketing plans that drive revenue growth and enhance brand visibility. Proven ability to lead cross-functional teams in executing multi-channel campaigns that exceed expectations. Skilled in market analysis, identifying growth opportunities, and leveraging consumer insights to deliver compelling marketing strategies. Seeking to bring my expertise in marketing leadership and innovation to a forward-thinking organization poised for growth.

## WORK EXPERIENCE

Sales representative

### Glowall Advertising Company | Calicut

- Conducted market research and analyzed consumer behavior to identify new opportunities and inform marketing strategies.
- Fostered strategic partnerships with industry influencers, expanding brand reach and driving customer acquisition.
- Monitored competitive landscape and industry trends to maintain competitive advantage and adapt marketing strategies accordingly.
- Monitored competitive landscape and industry trends to proactively adjust marketing strategies and tactics.
- Kept ahead of industry trends to maintain competitive advantage and adapt strategies.
- Negotiated effectively to secure cost-saving partnerships with agencies to reducing expenses
- Successfully managed teams and vendors to deliver projects on time and within budget.

Sales cum merchandiser

### Sansar Traders | Calicut

- Developed and maintained strong relationships with key clients to ensure high levels of customer satisfaction.
- Conducted market research to identify new sales opportunities and market trends.
- Prepared and delivered persuasive sales presentations and product demonstrations to potential clients.
- Collaborated with the marketing team to develop and implement effective sales strategies.
- Negotiated contracts and closed sales to achieve company revenue goals.
- Monitored and analyzed sales performance metrics to identify areas for improvement.
- Managed and updated the customer relationship management (CRM) system to track sales activities and client interactions.