

*A Progressive
Entrepreneurial Sales &
Marketing Director*



Address: 92, Jumeirah Beach
Residence, Dubai, UAE
Cell: +971 52 1255153
Email:
mohammed.ali@gmail.com

QUALIFICATIONS

IQRA University Masters in
Business Administration
(Marketing) 2015

University of Karachi, Bachelor
in Physical Sciences 2005 – 2007

University of Karachi, Diploma in
Information and
Telecommunication Technology
2005

COMPUTER PROFICIENCY

Database/Statistics, (Microsoft
Access, FileMaker Pro, SPSS,
Quick Books Pro, SIEBAL
Database & Windows QSB)

**Presentation/Spreadsheet/Word
Processing/ Programming**,
Publisher, PowerPoint, Excel,
Word, Front Page.

**Client
Server/Networking/Hardware,**

MOHAMMED ALI

SUMMARY

A passionate Sales & Marketing professional having diverse experience in the fields Sales - B2B | Online | Offline | Business Development | Digital Service | Marketing & Industrial Sales. Enthusiastic problem solver with keen ability to rapidly access diverse situational challenges, develop action plan and lead team to meet or exceed target goals.

PROFESSIONAL EXPERIENCE

Business Development Officer

Unified Payment System (UPay, United Arab Emirates)

April 2016-November 2016

- Responsible for business development on retail outlets for payment kiosks and execute the complete procedure from company and client end.
- Nurturing new business development, retention and provide key account management to existing and new clients.
- Developed the permit for payment kiosks within the government services, i.e. Tasheel, WASL, Dubai Economic Development and RTA.
- Support company to provide the idea and execute Retail Podiums, POS, Signage, Luxury Display, In-store Activation and Exhibition Stands.

Major Achievements

- Increased territory sales 70% within three months.
- Catering corporate clients i.e. Hypermarkets, Supermarkets and Restaurant Chains and generated 80% volume within the territory.

Sales Manager

AMAC Pvt. Ltd (Authorized Dealer of Chevron, Pakistan)

2013 – 2015

- Increased territory sales from less than 3 million to 6 million.
- Introduced new gasket lines into the market, often closing sight unseen sales of new products such as lubricants.
- Maintaining strong and cordial relationship with corporate level sales and marketing managers.
- Responsible to provide client and target information, with the support of CRM on every sales call and visits.
- Expertise and professionalism in customer contacts, understanding of customer requirements, analysis and resolution of problem and complaints in coordination with Customer Service department.

Major Achievements

- Overachieved target six times within a year.

CISCO router, WAN, TCP/IP,
Troubleshooting & Active
Directory.

SOFT SKILLS

Sales Skills, Leadership, Dealing
& Handling Conflicts, Job
Challenges & Deal with Pressure
to meet deadline, Social
Perceptiveness & Service
Orientation.

ACCOMPLISHMENTS

Rewards, Being rewarded by
various awards & certificates
throughout the professional
career for effectiveness and
dedications.

Target Achievements, achieved
20 million targets in domain and
entitled with the employ of the
year award.

Research, Research Thesis on
"Impulse buying behavior and
variety seeking behavior – A Trait
correlate view" successfully
complete in 2015 as a final year
project.

Officer Unsecured Standard Chartered Bank, Pakistan

2012-2013

- Responsible for prospecting and generating the genuine consumer for financial solutions i.e. Personal Loan, Revolving Credits and Credit Cards.
- Processing the personal Loan, Revolving Credits & Credit Cards applications after risk analysis to CIU (Credit Information Unit)
- Trained the employee for induction, support, motivation towards the business development.

Major Achievements

- Promoted within a year from Relationship Officer to Acting Team leader based on performance.

Sales & Marketing Officer TradeKey Pvt. Ltd

2010 – 2011

- Consistently maintain robust closing rate of 78% for final sales of paid membership
- Closed double digit sales unit within 1st month, on target from closing 10+ sales units within 2nd year.
- Created execution plan based on the client's 12-month marketing direction (Membership Plan)
- Offered creative strategies, lucrative, effective and revenue generating merchandizing campaign to entice member to avail of banner and ad shots.

Major Achievements

- Constantly earn highest rating in customer service satisfaction survey from paid members.
- Exceeded sales goal each year by 30% in 2010
- Achieved best customer retention award in a year for sustaining and retaining them effectively.
- Achieved awards in handling complex customer resulting in sales and customer satisfaction through company survey.

Customer Support Engineer Cyber Net Pvt. Ltd

2008 – 2009

- Answered customer questions and resolved service issues by providing troubleshooting advice, qualifying repair requests, and effectively scheduling on site visit via telephone and email.
 - Online solution provider of DSL issues, internet browsing issues, email settings, windows errors.
 - Responsible for the online technical support, and coordinate with the NOC department in order to sort out the technical issued happened due to the inbound resources.
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