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Location: UAE

Sales & Marketing Manager – Retail Management

A Rich Cross Functional Experience & Cross Industry Expertise

A confident and strategic-minded Sales and Marketing Manager with proven experience in the retail industry and strong expertise in working on various aspects sales and marketing.

Extensive experience in global sales strategies and cross-cultural business environments combined with deep understanding of luxury retail merchandise has endowed him with comprehensive direction and leadership in highly competitive markets.

Adept in development of business strategies that clearly define product advantages, sales initiatives, and forecasted performance. Deep insight and understanding of every aspect of brand management and development especially for the luxury brands.

A persuasive communicator and exceptional leader with a refined blend of pure expertise to increase client-base and rendering support for effective operation.

Areas of Expertise

Strategic Marketing
Campaign Development
Branding
Media Relations
Process Optimisation
Team Leadership
Client and Customer management
Coordination & liaising
Communications Management
Project Oversight
Strategic Messaging
Retail Management

Occupational Contour

Sales and Marketing Manager

Bahrain / UAE

Al Zain Jewelers

Sep 2013 – Till Date

Responsibilities:

Managed brand profile worth \$25 million for Bahrain, UAE, KSA and Qatar. Took care of Marketing, Retail Sales, Social Media, CRM, Event management, Exhibitions, DMS (Laser fiche), Loyalty program, Strategic alliance, Cross promotion activities for entire Middle East. Successfully looked after initiatives that involved:

- **Business planning:** Planning and implementing product range, marketing plan, business expansion plans and exhibition plans for entire year.
- **Marketing:** Preparing annual marketing budget and calendar for entire Middle East and timely execution of marketing campaigns and events. Taking care of Social Media, Online Sales, CRM and Loyalty Program. Developing & launching BTL & ATL activities for the brand.
- **Brand strategy:** Created brand Strategy, built a top class brand and position it above the existing brands. Successfully conceptualized, planned and executed the new brand building, and promotional activities.
- **Sales:** Closely monitored overall sales, monthly targets, Gross profit and net profit of the company.
- **Operations:** Timely placement and replenishment of showroom stock, Marketing collaterals, POS and display material.
- **Cross promotion activities:** Strategic tie up with top Banks and Government institutes in the Middle East for cross promotion activities and brand promotion and expediting sales.
- **Man management:** Overseeing a team 12 Showroom Managers and Sales Staff. Active participation in Staff training and development. Coordination with HR department for Recruitment, Induction and Training Programs.

Project Manager
Dubai, UAE

Riva Fashion Dubai (UAE)
Jun 2013 - Sep 2013

Riva Fashion is a part of Armada Group with retail operations spanning Kuwait, KSA, Qatar, Bahrain, UAE, Oman, Syria, Lebanon and Jordan and over 30 showrooms. Armada group represents more than 14 private and international brands mainly from France, Italy and Spain, including, Riva, Choice, Stella, Esacada and many more.

Responsibilities: Handled the following aspects of business - catering to all segments of women wear, kids wear and fashion accessories.

- Business Planning
- Sales and Operations
- Visual Merchandising
- Man Management

Brand Manager
Dubai, UAE

Pure Gold Group, LLC
Nov 2007 – Jun 2013

Responsibilities:

Managed \$34 Million brands for 55 showrooms across UAE, Kuwait, Oman, Bahrain, Qatar, KSA and Sri Lanka including Pure Sparkle, Trillium, Platinum, Murano, Oystera, Mosaico, Omri (Rosy Blue) , Carino (Rosy Blue), Perlis (Australia), Gemmes (France) and Jewellery Watches (Technocrat).

- **Business planning:** Oversaw the product plans for jewellery. Planned and implemented product range. Active role in selection and distribution of products. Planning and product development with the given budget.
- **Operations:** Timely placement of stock order for all showrooms to ensure timely replenishment for smooth sales. Identifying areas of obstruction/ breakdowns and take steps to rectify the processes to ensure smooth functioning of the sales team.
- **Sales:** Fore fronting entire gamut of sales & business development functions basis with the sales team (including, showroom managers and support staff). Handling online sales for entire Middle East.
- **Brand strategy:** Created brand strategy, building a top class brand and position it above the existing brands. Conceptualized, planned and executed the new brand building, and promotional activities. Developed & launched BTL & ATL activities for the brand. Taking care of showroom display, POS and packaging.
- **Cross promotion activities:** Strategic tie up with top Banks/Government institutes in UAE for cross promotion activities and brand promotion and expediting sales.
- **Man management:** Overseeing a team 50 Showroom Managers and Sales Staff. Active participation in Staff issues and coordination with HR department for Recruitment, Induction and Training Programs.

Assistant Project Manager
Riyadh - Kingdom of Saudi Arabia

L'azurde Group
Apr 2007 to Nov 2007

Responsibilities:

- **Business planning:** Guide assigned designers on the upcoming season collections to ensure the achievement of business targets. Develop and launch new product lines (collections) at least twice a year, in addition to new designs for current lines and new packaging to leverage volume opportunities.
- **Budgetary control:** Formulating short term/long-term budgets and developing business plans for achievement of goals. Develop pricing strategies that secure agreed level of volumes, shares and profits.
- **Marketing:** Develop, implement and monitor marketing plans based on understanding of the market environment, company assets and consumers. Enhance participation in Jewellery Exhibitions worldwide for brand promotion. Executing **Shop-In-Shop concept** in Middle East region to increase the sale and mileage.
- **Sales:** Forecasting monthly/quarterly sales targets. Ensuring maximization of profit in assigned regions. Analysis of market trends to identify incremental volume.

Business Development Manager

Suryansh Diamonds Pvt Ltd.

India

Mar 2005 to Apr 2007

Responsibilities:

- Devising effective strategies with a view to achieve top line and bottom line profitability of the organization.
- Managing marketing operations for increasing the brand awareness of Diamonds and Solitaire in the market; Strategizing co-branding and cross promotion activities with existing and upcoming international brands.
- Identifying potential markets for import & export; developing potential clients in the targeted markets/industries
- Identifying causes for dissatisfaction among customers & taking steps to overcome the same. Building & maintaining healthy relations with clients with regular follow ups.

Past Experience

Senior Marketing Executive India	Glob Telecom India Oct 2000 to Jan 2003
Senior Sales Executive India	Aircom Cellular Services July 1998 to Aug 2000

Academic Qualifications

- **MBA – Sales & Marketing – IIPM, India**
- **BA Hons : Delhi University**
- **PGDC : Web Designing & Development- Xansa Websity- Delhi**

Personal Profile

Date of Birth : 15th Sep 1975
Gender : Male
Nationality : Indian
Marital Status : Married
Languages : English and Hindi

References