**MOHD.ABDULLA**

**AGE :35**

**RELIGION :MUSLIM**

**LOCATION :DELHI**

**GENDER : M**

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**BUSINESS DEVELOPMENT | SALES & MARKETING –Over 7Years of Experience**

*“Multi-disciplinary Executive with outstanding relationship building skills, strong communication capabilities and exceptional emotional intelligence that excels in matrix and hierarchical structures”*

***Industry Preference:*** *IT(Web application,Mob.application,SAAS and Cloud based solutions),Events, E-commerce*

***Location Preference:*** *Delhi&NCR, Hyderabad,Bangalore*

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| **PROFILE SUMMARY**   * A competent professional with experience in Sales & Marketing, Business Development, and Key Account Management across multiple industries * Expertise in managing operations with key focus on top line profitability by ensuring optimal utilization of resources in the organization * Proficient in managing sales & marketing operations, building healthy client relationship and achieving high customer satisfaction * Hands-on experience in networking with prospective clients while simultaneously generating business from existing accounts; skilled in initiating & developing relationships with key decision-makers in target organizations for business development * Capability of breaking new avenues and conducting opportunity analysis by keeping up-to-date with market trends and competitor moves * An creative thinker with a flair for charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms | **CORE COMPETENCIES**  **Business Development & Expansion**  **Sales management**  **B2B Sales**  **Account & Territory Management**  **Market &Competition Analysis**  **Relationship Building**  **Customer Acquisition Strategy**  **Team Building** |

**ORGANIZATIONAL EXPERIENCE**

**Practo Technologies Pvt. Ltd., New Delhi as Senior Territory Sales Manager Apr'15–present**

**Key Result Areas:**

**Strategy Sales Planning**

* Analyzed& reviewed the market response / requirements and effectuated pre-planned sales strategies for accomplishment of performance milestones; ensured strong client relation with company by keeping teams updated on regular feedback and developed plans to meet the market demands
* Assisted in the development of the annual marketing plan, specifically advised on realistic forecasts for each product and territory (based on historical data, market trends, competitive activity, promotional strategy and sales effort), realistic costs of operating the sales force and sales promotion plans

**Marketing Operations**

* Maximized sales by designing and launching proactive campaigns, developing existing accounts, generating new business through cold calling, referrals and leads follow-up, and customizing sales strategies to address client-specific needs and markets
* Conceptualized& implemented sales & marketing plans in tune with business plans to achieve profitability and interacted with potential clients for new business development and achievement of targets

**Business Development**

* Explored new business opportunities and made pre-sales presentation to the clients to increase market share; analyzed business potential and conceptualized& executed plans to drive sales for a team of 3 personnel
* Executed sales and business territory plan activities, supported customers in using company resources and promotional activities as identified by the Regional Sales Manager; conducted day-to-day market analysis for new avenues and enhancement of existing base for business development

**Account Management**

* Networked with prospective clients, generated business from the existing accounts and achieved profitability &increased sales growth; created new business opportunities, generated business from existing account, thereby achieving business targets
* Developed detailed account strategies for key business through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting and action plan initiatives and implementation

**Highlights:**

* Identified new business opportunities in unexplored segments of Hyderabad & Delhi region
* Successfully promoted sales of Software with all the specialties; achieved highest sales of this product In

The assigned territory

* Developed the current prospect database within specified business sectors to generate effective leads & exceeded sales targets for the business by 100%
* Ensured100% final achievement of targets as a member of the team:
* Achieved this target in the face of tough competition in the almost all the specialties segment in Hyderabad &Delhi
* Covered a wide range of specialties were covered to deliver different key messages to gain share from each single specialty

**Hindustan Times Media Ltd. (HT Media), Hyderabad as an Account Manager (Corporate Sales) Sep'12–Mar'15**

**Highlights:**

* Mapped customer requirements, provided customized products and delivered technical presentations; liaised with internal teams for closing the deal
* Sold products by establishing contacts and developing relationships with prospects; recommended solutions and brought business to the company
* Implemented aggressive sales plans and ensured sales quotas were met and exceeded while surpassing client service expectations
* Built new client base to include large national accounts & Fortune 100 companies such as Cognizant &Tech Mahindra
* Promoted and sold a portfolio of products by organizing corporate sales promotional initiatives and through attending industry events

**Vision India (A DSA of HDFC Bank), Delhi as a Marketing Executive May'08–May'10**

**Highlights:**

* Developed effective working relationships with customers through regular meetings, identified and obtained further sales and business development opportunities, and increased customer base
* Identified requirements for new products & services to anticipate and potentially lead the market which resulted increment in business

**EDUCATION**

* **MBA (Retail and Marketing) from Institute of Public Enterprise, Hyderabad(A premier institute of Govt. of India**)
* B.Sc. from Bundelkhand University, in 2008

**TECHNICAL SKILLS**

**Application Package:** Microsoft Word, Excel & PowerPoint

**PERSONAL DETAILS**

**Date of Birth:** 10th May 1988

**Languages Known:** English, Hindi & Urdu

**Address:** H-21, Third Floor, Behind Golcha Cinema, Daryagunj, Delhi-02