**MOHAMMAD AARFEEN **

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**Professional synopsis**

Md. Aarfeen is a budding Marketing professional with a graduation degree in Marketing from St. Xavier’s College, Kolkata and having consistent academic record. With zeal to learn quickly and apply innovative ideas for achieving best results in the areas of Marketing and Business Development, Market Research, Human Resource, Public Relationand Team Management with Strong Interpersonal relationship management,Analytical skills along with good communication skills.

**Educational background**

* **Bachelor of Commerce ( Marketing Specialization)**

St. Xavier’s College, Kolkata ­–2012. – 4**8%**

* **Indian School Certificate (Commerce)**

Ling Liang High School –2009. – **63%**

* **Indian Certificate of Secondary Education (Commerce)**

Ling Liang High School –2007. – **60%**

**Work Experience**

***Liu Food Products, Marketing Executive, April 2012 – May 2015***

* Sales, Marketing and Business Development.
* Planning marketing activities in conjunction with company’s growth plan and working out strategies to execute the plan.
* Lead the marketing programs for branding.
* Getting marketing collaterals, advertisements developed to help the co. meet its target.
* Overall responsibility of running various marketing campaigns – like getting newsletters sent to the customers.
* Dealing with print and online media.
* Ensuring successful participation in national exhibitions & organizing other events like conferences, seminars etc.
* Generating enquiries for the company and converting them to customers.
* Studying the company products as compared to other companies.
* Developing new clients and negotiating with them for securing profitable business.
* Forecasting sales targetsand executing them in a given time frame thus enhancing client.
* Maintaining Operational Management.
* Dealing and advising on disciplinary and grievance procedures.
* Assisting in the set up and maintenance of client & candidate databases.
* Keeping after sales service relationship with the customers to enhance business.
* Maintaining stocks and keeping an account of it.
* Maintaining petty cash and book of accounts.
* Liaison between the office boys, executives and the director for the smooth functioning of the company.

**Project& internships**

* Successfully completed project on “Consumer perception towards Chinese and Indo Chinese foods in relation to generation Y and Z” in Golden Phoenix Chinese Restaurant under the guidance of Prof. TridipSen Gupta(H.O.D)Dept. of Marketing– As a part of B. Com. 2012 curriculum.
* Worked as an Marketing intern in BPA ONA HPA Projects from February 2010 to 2012.
* Worked as a Marketing Management trainee with Laser Images Pvt. Ltd., Kolkata (duration 4 weeks) as part of B. Com. Curriculum 2010.

**Award & Achievement**

* **Student Motivator** in **INERTIA**, an **INTERNATIONAL MARKETING FEST of ST.XAVIER’S COLLEGE** in 2012 & 2013.
* **Board Member of National Service Scheme (NSS) department** of my college during 2010 – 2011.
* **Chief Coordinator** in Annual Cultural fest,**ST.XAVIER’S COLLEGE,** Kolkata.
* **Spokesperson** of**ST.XAVIER’S COLLEGE,** Students’ Union.
* **House Captain** during 2008 – 2009 in school level.
* **School Prefect** during 2008-2009 in school level.
* Won various respected position certificates for various **Creativity Competition** at inter & intra level.

**Computer Proficiency**

* Basic knowledge of MS Office Suite and Internet Applications.

**Personal Profile**

Date of Birth: 24th August 1989

Present Address: 4/1 Damzen Lane Kolkata 700-073

Phone Number: 033-22374527

Marital Status: Single

Languages Known: English, Hind and Bengali.

***Declaration: - I hereby declare that the above mentioned is true to the best of my knowledge.***

**MD.AARFEEN**