

# CURRICULUM VITAE

## SAMEER ABBAS

**Present Address:** Bagh Nawab Akbaruddulah, Saadatganj, Samrahi Road Lucknow.  
**Mobile No.:** 8081642611, **Email id:** sameerrox.abbas@gmail.com

### Career Objective:

To enhance my experience and utilize the analytical and communication skills acquired in the areas of Sales and Marketing for the sustainable growth of the organization.

### Experience:

**Organization-:** Radico INDIA,USA (Darwins Company Subsidiary Radico USA Inc).

**Department-:** Marketing **Designation-:** Business Development Manager

**Products-:** **Organic Products and Organic Gulal.**

**Duration-:** 8<sup>th</sup> April 2013 - till date.

**Responsibilities-:** To manage existing distributors both in domestic and International market and making new distributors all across the world. Handling business enquires by e-mailing calling, presentations and direct meetings. -:Making strategies to promote products making cold calls, following up on leads, managing current clients, getting out proposals, following up with the team and clients. Also responsible for Organic Gulal in Institutional Sale as well dealing with International clients.

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**Organization-:** AMA Herbal Laboratories Pvt. Ltd.

**Department-:** Marketing. **Designation-:** Senior Executive Business Development.

**Products-:** **Natural dyes, Auxiliaries and Vegetal Herbal Gulal.**

**Duration-:** 3<sup>rd</sup> Jan 2012.- 25<sup>th</sup> March 2013.

**Responsibilities-:** I was responsible to strategize the maximum reach of natural dyes & Auxiliaries in Textile Industry both in domestic as well as International market. To manage activities to deliver Value & Competitive edge to the business by listing prospective customer finding maximum information about the customer, regular follow ups, and different tailor made approaches for different customers. Was also responsible for the vegetal herbal gulal in Institutional Sale as well dealing international clients.

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**Organization-:** IRIS COMPUTERS LTD.

**Department -:** Marketing. **Designation-:** Product Executive.

**Products-:** **Microsoft, Belkin, Samsung and MSI.**

**Duration-:** 25<sup>th</sup> May 2010 - 31<sup>st</sup> Dec 2011.

**Responsibilities-:** Making strategies to promote products making cold calls, following up on leads, managing current clients, getting out proposals, following up, to negotiate the price on the spot meeting with buyers and developing relationships that are advantageous to developing new business. Resolve all partner & branch issues relating to the product line. Collaborate and interact with the vendors, marketing and sales teams to position products.

### Live Projects Undertaken:

**Organization-:** NSB SCHOOL OF BUSINESS

**Department -:** Marketing. **Designation-:** Marketing Executive Trainee.

**Duration-:** 10<sup>th</sup> October 2008 to 25<sup>th</sup> October 2008.

**Responsibilities-:** To promote NSB in regional states.

### Summer Internship:

**Company:** 'PEPSICO INDIA HOLDING PVT LTD', Kanpur.

**Project Topic:** "Study on Consumer/ Dealer's Satisfaction and "Visi Purity & Visi Charging."

**Duration:** 15<sup>th</sup> April 2009 to 15<sup>th</sup> June 2009.

**Brief Description:** The project involved the collection of both primary and secondary data. The project involved designing of questionnaire. Some interviews were also conducted to know the responses of individuals. Analyzed the strengths of Pepsi and its main competitors and gave specific recommendation for increasing market share in Kanpur.

#### **Educational Qualification:**

2008-10 Post Graduate Diploma in Business Management  
(P.G.D.B.M) from NSB School of Business, New Delhi.  
*Specialization: - Finance & Marketing.*  
2007 Bachelor of Commerce (B Com) from Lucknow University, Lucknow  
2004 S.S.C. (12th) from St. Xavier Public Inter College, Lucknow.  
2002 H.S.C. (10<sup>th</sup>) from St. Xavier Public Inter College, Lucknow.

#### **Key Skills and Management:**

Professional management skills

Meeting objectives, Identifying problems, Promoting solutions, Motivating and developing staff  
Problem-solving, inquisitive mind, mental strength & flexibility.

#### **Computer Proficiency:**

Diploma in Tally from Institute Of Accounts And Taxation (1<sup>st</sup> March – 31<sup>st</sup> August) in 2004  
Proficient in MS Office, MS Excel, MS Word, MS PowerPoint, Windows and the Internet.

#### **Strengths:**

- Good communication and presentation skills.
- Fully confident and motivated.
- A quick learner with 'Can do' attitude.
- Optimistic person with an ability to work under pressure.
- Effective both as an individual as well as a team member.

#### **Extra Curricular Activities:**

- Participated in Blood Donation Camp on 31<sup>st</sup> August 2009, at NSB Campus.
- Participated in the conference of innovative ways of consumer marketing.
- Student member of Cultural Event Team at NSB Campus.
- Active participation in annual college sports meets and functions.
- Lead the College Cricket team to win in Inter College Cricket Tournament.

#### **Personal Data:**

- **Date of Birth:** 30<sup>th</sup> September 1986
- **Languages Known:** English, Hindi and Urdu.
- **Hobbies:** Reading magazines, and playing & watching cricket.

#### **Reference:**

Mr. S. Hasan Radico INDIA, USA (Darwins Company Subsidiary Radico USA Inc).  
GM – Corporate Relations Noida Special Economic Zone. Mob- 8188828195

Mr. Shahab AMA Herbal Laboratories Pvt. Ltd.  
Marketing Head Lucknow Mob: 9721525461.

Date:

Place:  
(Sameer Abbas).