

# Curriculum Vitae

M: +971561211271

E: richardcholo@yahoo.com

With UAE driver's license and own car

8 years Sales and Marketing experience in UAE



## Objective:

To be able to apply the skills and abilities I have acquired through the years of my experience in Sales and Marketing, Along with a desire to secure a long-term career which is beneficial for me and for the company's purpose

## Key Skills Competency:

- Have the ability to develop the understanding of customer's requirements in order to improve the value proposition
- Knowledge in MIS Management Information System
- Possess excellent verbal communication and negotiation skills.
- Knowledgeable in Microsoft Office Applications (Word, Excel, & Power point)
- Possess the ability to demonstrate a positive attitude to contribute new ideas and support better ways of working. Eager to learn from my mistakes and welcome constructive feedback
- Can work under pressure and meet deadlines
- Have the ability to interact with accuracy, clarity, effectiveness and appropriateness towards internal colleagues as well as external relations.
- Ambitious and hard worker with dedication to work long term with the organization

## Work Experience

---

**Oct 2015 to July 2016**

**Bilkish Associates Llc**

**Al Dana Center Al Maktoum Diera Dubai,UAE**

### Key Account Executive

- Maintain relationship with existing Key Clients & acquire new ones
- Build market position by location, developing defining, negotiating and closing business relationships
- Sell telecommunications products and services both companies and individuals Identify and build relationship with prospective customer's through a combination of Tele-calling and cold calls, networking and referrals to obtain appointments
- Write and submit accurate orders to obtain the revenue
- Submit pricing and pre- qualification request reflecting the clients requirements Maintain an update data base in Sales using MIS including all activities to analyze business problems.
- Daily submission of orders and ensure the proper documentation needed for the application

**2008 July to August 2015**  
**Motivate Educational Supplies Llc**  
**Sharjah HFZ,UAE**

### **Sales Supervisor**

- Responsible for leading the sales team to provide a positive results and success to a worthwhile goal
- Trained and motivates my team through power point presentation to reinforce their knowledge, skills and attitude
- Engage my team to the highest level of healthy competition and consistently be the best among the rest
- Responsible for giving a Sales presentation to our clients and handle all the objections for getting an agreement
- Generate leads everyday by collecting names and data base by prospecting in Offices, schools, malls, banks and hospitals
- Responsible for monitoring the units for the given sales targets
- Responsible of making Daily and monthly sales Report
- Responsible of fixing appointments by out band calls

### **Awards and achievements:**

**Motivate Educational Learning Time,UAE**

- Top Unit manager 2011 (GCC) Sharjah Branch
- Top Unit manager 2012 (GCC) Sharjah Branch
- Top Unit manger 2013 GCC) Sharjah Branch
- Exceptional LeadershipAward 2014  
( GCC) Sharjah Branch

**2007 July to 2008 May**  
**Berkley International Plans (Family First Inc)**  
**SM North Edsa Quezon City, Philippines**

### **Sales Consultant**

- Meet and greet of the costumer that has been invited by our Promo Officer
- Build a good rapport and gather information
- Present the company products and services
- Create the needs of the product and establish a good relationship
- Handle all the objections and close the deal with a good presentation
- Be sure that to sell the highest units and premiums
- Calculate premiums and establish payment method
- Maintain a highly and healthy competition with other individuals
- Perform Administrative task, such as maintaining records and handling policy renewals.
- Coordinate with Sales Manager for the DSR
- Be happy everyday

**2003 Jan to 2004 May**

**Shatzlink Trading (FMCG) Manila, Philippines**

### **Promodiser**

- Responsible to sell and promote Assist customer needs, as well as promotes the products that have been assigned for promotion.
- Contributes information to market strategy by monitoring competitive products and reaction from client.
- Responsible for proper display and replenishment of merchandise to the SKU
- Accountable for customer's satisfaction and providing Contributes information to market strategy by monitoring competitive products and reaction from client.
- Responsible for proper display and replenishment of merchandise to the SKU
- Accountable for customer's satisfaction and providing high quality service in representing the benefit of the product.
- Inventory of Items and monitor the stock FIFO

**2001 Feb to 2002 Nov**

**Bum Equipment Apparel Inc**

**Malabon City, Philippines**

### **Assistant Store Supervisor ( Retail)**

- Meet financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Formulate pricing policies.
- Determine daily coupons.
- Ensure pricing is correct.
- Work on store displays.
- Attend trade shows to identify new products and services.
- Coach, counsel, recruit, train, and discipline employees and evaluate job performance.
- Identify current and future trends that appeal to consumers.
- Ensure merchandise is clean and ready to be displayed.
- Approve contracts with vendors.
- Maintain inventory and ensure items are in stock.
- Keep up with fluctuating supply and demand.
- Analyze operating and financial statements for profitability ratios.
- Ensure promotions are accurate and merchandised to the company's standards.
- Utilize information technology to record sales figures, for data analysis and forward planning.
- Ensure standards for quality, customer service and health and safety are met

## Education

---

### Secondary/Primary

**Bicutan Parochial School**

**Taguig City ,Philippines**

June 1990 to March 1994

### Tertiary

**Olivarez University** ( School of Medicine)

**Paranaque City,Philippines**

Oct 1994 to 1996

Bachelor of Radiologic Technology

### Jose Rizal University

**Mandaluyong City,Philippines**

June 1997 to March 1998

Bachelor of Science and Commerce ( Management)

## Personal Data:

---

Civil Status: Married

Citizenship: Filipino

Birthday:   October 14,1977

Birthplace: Taguig City,Philippines

Religion: Christian

Language: English, Tagalog

Height : 5'7 inches

Weight: 165 kg

