

FAIZAN ALI



CONTACT

- faliehani@gmail.com
- 404-918-5805
- Decatur, GA 30030

SKILLS

- Precious Metals & Gemstone, Luxury Watches knowledge
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- Brand-building strategies
- Rapport and relationship building
- Sales tracking
- Account development
- Partnership Marketing
- Retail Marketing
- Internet and E-mail Marketing ?
- Customer Relationship Management (CRM)
- Product Launch
- Demand Generation Marketing
- Marketing campaign management
- Program Marketing

EDUCATION AND

SUMMARY

Proactive, hardworking, and highly successful sales and marketing leader offering expertise in partnership, channel and strategy development to drive substantial revenue increases for Precious Metals & Gemstone, Luxury Watches businesses. Tenacious producer with demonstrated record of success in exceeding revenue targets by leveraging market knowledge and natural communication skills to build long-lasting, profitable connections. Skilled in project management, collateral development and organizational problem-solving.

EXPERIENCE

Sales and Marketing Manager
Malani Jewelers Inc. | Decatur, GA

05/2020 - Current

- Defined marketing collateral and program strategies by working closely with product management teams.
- Directed branding, sales enablement and PR strategies to support implementation of comprehensive marketing strategies.
- Facilitated improvement in sales outcomes by holding performance evaluations to assess team members' strengths and weaknesses and counsel on improvement strategies.
- Hired and motivated 30-member sales team achieving over \$1,000,000 in new sales per year.
- Measured and reported on marketing campaign performance, gained insights and compared results against goals to identify strengths and weaknesses.
- Tested and optimized organic and paid acquisition

TRAINING

Bachelor of Science -
Computer Science And
Programming

Georgia State University
Atlanta, GA

channels, including content creation and curation, pay-per-click, event, social media and lead generation campaigns.

- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Identified, implemented and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends and costs.
- Liaised with sales, technical services and customer relations personnel to drive on-time, under-budget project completion.

Sales Associate
Malani Jewelers Inc. | Decatur, GA

- 12/2018 - 04/2020
- Maintained knowledge of current promotions, exchange guidelines, payment policies and security practices.
 - Retained product, service and company policy knowledge to serve as resource for both coworkers and customers.
 - Kept apprised of emerging trends and provided informative customer service to assist in product selection.
 - Trained all new sales employees on effective sales, service and operational strategies to maximize team performance.
 - Assisted customers by finding needed Jewelry items and checking inventory for items at other locations.
 - Negotiated and closed deals with minimal oversight.

Jewelry Photographer
Gold & Diamond Atlanta | Atlanta, GA

- 09/2018 - 12/2020
- Cropped, manipulated and performed color-balance for final images.
 - Improvised photographic methods and techniques.
 - Selected and set up motion picture or television cameras and accessories.
 - Used out-of-the-box thinking to obtain perfect shot.
 - Set up precise photographic measurements and control equipment.

- Maintained over \$100,000 worth of studio equipment.
- Demonstrated self-reliance by meeting and exceeding workflow needs.
- Designed Catalogs and Flyers.
- Managing the editing team.