



Nisham Rahman

TRADE MARKETING EXECUTIVE
/ BDE

- 📍 Dubai - UAE
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SKILLS

- Trade Marketing
- Competitor Analysis
- Retail In-store Activities
- Market Research
- Team Management
- Key Accounts Management
- Business Development

EDUCATION HISTORY

- Bachelor Of Business Administration In Marketing- Dubai - (2006-2009)
- Higher Secondary School - Dubai - UAE (1986 - 1999)

PERSONAL DATA

- Nationality - Indian
- Marital Status - Married
- Visa - Employment Visa

VALID UAE DRIVER'S LICENSE
2006 - 2026

PROFILE

Enterprising Sales & Retail Marketing Professional with 10+ years of Sales & Team Management Experience in Consumer Goods and Electronics Industries

WORK EXPERIENCE

BUSINESS DEVELOPMENT / TRADE MARKETING EXECUTIVE

Aegeus Global Service LLC

Oct 2019 - Present

- Regularly visit existing customers, make scheduled appointments with prospective clients and generate business leads following internal & external sources.
- Identifying key areas for improvement in the sales process.
- Establishes and grows distributor level relationships to obtain qualified new accounts leads.
- Maintain cordial business relationship with Key accounts through prompt service as per their changing business needs.
- Invite prospective customers at showroom for product demonstrations.
- Oversee timely delivery & product installations at the convenience of customers.
- Follow-up on receivables from customers & ensuring receipts as per agreed terms.

TRADE MARKETING EXECUTIVE

Al Khayyat Investment ALPHAMED

Mar 2016 - Apr 2019

- IN-STORE ACTIVITIES
- COMPETITOR ANALYSIS
- TRADE MARKETING
- TEAM MANAGEMENT

- Lead activation activities that are in-line with market insights and consumer insights.
- Propose and set up consumer promotions for each activation.
- Develop trade leaflets, Product selection, Promos, Artwork execution, Market share to increase brand presence.
- Monitor In-store implementation with distributors and agencies and ensure execution is as per objectives.
- Propose and develop POSM for In-store activities in coordination with product managers and in line with the brand guidelines.
- Drive & facilitate smooth and effective implementation of brand plans (pricing, trade marketing, ROI).
- Develop consumer promotions in collaboration with Trade Marketing Manager to support market executions and responsible for end-to-end promotion across all stores.
- Conceptualizing and executing trade promotions and rolling out impactful in-store campaigns in collaboration with marketing and sales teams.
- Develop and implement strategic, creative plans to drive sales and ensure brand growth through various marketing and trade marketing plans, adding value to assigned brands.
- Ensuring listing for all new products, maintaining, and updating MSL list.
- Maintaining and tracking the distributions, promotion tracking, forecasting regular sales and promo sales.
- In charge of 29 Promoters daily activities, organize duty schedules and coordinate with retail section managers.
- Setting monthly & Yearly target, ensuring stock availability, and conducting promotions to support promoters to achieve their target.
- Tracking weekly, monthly, and quarterly performance for sales metrics.
- Conduct monthly meetings with all the promoters.

WORK EXPERIENCE

SALES KEY ACCOUNT EXECUTIVE

Redington Gulf - Dubai

Feb 2014 - Dec 2015

- Maintain cordial business relationship with Key accounts through prompt service as per their changing business needs.
- Develop trade marketing strategy to bridge the customer and product gap.
- Dealing with buyers, Store managers and Dept. Head of major retail chains.
- Conducting regular business reviews with customer.

SALES KEY ACCOUNT EXECUTIVE

Juma Al Majid EST (Office Automation)- Dubai

Jan 2010 - Feb 2014

- Delivered 32 New Accounts with increasing the margin of 20%.
- Maintaining and providing utmost sales and Services to the existing clients and bringing up the new business.

SHOWROOM SALES EXECUTIVE

Plug-Ins Electronics (Al Futtaim Group) - Dubai

Sep 2004 - Dec 2009

- Responsible for targets achievement for the sales team In terms of overall sales, warranty sales, attachment sales and margin levels.
- Responsible for merchandising, stock positioning and managing stock availability using the right channels.
- Responsible for maximizing IT Department's contribution through exploiting every opportunity to drive sales, reduce stock loss and maintain cost controls and delivering the highest level of motivation to the staff members and development of team members.

TRAINING

- SELLING AND SUPERVISORY SKILLS - Training Program from Spearhead Training, Communication and negotiation Skills - (Al Futtaim Training Centre).
- SAP SOFTWARE - Trained in SAP from Al Futtaim Co & Redington Gulf.
- ORACLE - Trained in ORACLE from Juma Al Majid EST & ALPHAMED.
- COMPUTER SKILLS - Well versed with Microsoft EXCEL , WORD & POWER POINT

