

SULFIKAR C S

(Marketing Executive)

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 Saudi Arabia | Nationality: Indian



PROFESSIONAL SUMMARY

Results-driven **Marketing Executive** with **6+ years of combined experience** in sales, marketing, and business development across retail and trading sectors, including **1 year of proven marketing experience in Saudi Arabia**. Demonstrated ability to execute marketing strategies, increase brand awareness, and support revenue growth. I am skilled in market research, client relationship management, sales forecasting, and operational coordination.

CORE COMPETENCIES

- Strategic Marketing & Sales Execution
 - Market Research & Competitive Analysis
 - Client Relationship Management
 - Sales Forecasting & Reporting
 - Business Development
 - Cash Handling & Financial Coordination
 - Operations Support
 - Communication & Negotiation Skills
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PROFESSIONAL EXPERIENCE

Marketing Executive – 1 Year

Falcon Success Contracting, Saudi Arabia

- Planned and executed marketing activities to enhance company visibility and generate leads.
- Identified new business opportunities and developed strong client relationships.
- Conducted market analysis to track competitors and industry trends.

- Prepared quotations, coordinated with clients, and supported the sales cycle.
- Contributed to business development initiatives, supporting company growth.

Cashier – 2 Years

Al Madina Hypermarket – Riyadh, KSA

- Managed daily cash transactions, vouchers, and petty cash with high accuracy.
- Ensured smooth checkout operations while delivering excellent customer service.
- Maintained financial records and supported audit processes.

Sales Executive – 3 Years

Happy Kid Company (Apparels & Accessories)

- Increased sales through proactive customer engagement and product promotion.
- Analyzed customer preferences to recommend suitable products.
- Supported merchandising and inventory planning.

Sales Executive – 2 Years

Maxi Med (Surgical Disposables)

- Built strong relationships with clients, contributing to consistent revenue growth.
- Conducted product presentations and explained technical features to customers.
- Assisted in planning sales strategies and achieving monthly targets.

Sales Executive – 1 Year

Little Bee Trading

- Generated leads and converted prospects into long-term customers.
- Monitored competitor activities and identified new market opportunities.

KEY RESPONSIBILITIES

- Visiting prospective customers and presenting products/services.
- Conducting market studies and competitor analysis.
- Preparing sales forecasts, quotations, and invoices.

- Managing payment collections and maintaining accurate records.
 - Building relationships with suppliers and external agencies.
 - Handling customer queries, complaints, and providing effective solutions.
 - Preparing daily sales reports and maintaining documentation.
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EDUCATION & CERTIFICATIONS

- Plus, Two (Higher Secondary)
 - Offset Printing Certification
 - IATA Training
 - MS Word Certification
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SKILLS

- Critical Thinking
 - Leadership & Team Management
 - Adaptability
 - Creativity
 - Strong Organizational Skills
 - Excellent Interpersonal Communication
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LANGUAGES

- English
 - Arabic
 - Malayalam
 - Hindi
 - Tamil
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PERSONAL DETAILS

- **Date of Birth:** 18 October 1993

- **Gender:** Male
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PERSONAL STRENGTHS

- Quick learner with the ability to adapt to new environments.
 - Self-motivated, hardworking, and goal-oriented.
 - Strong coordination and teamwork abilities.
 - Capable of managing challenging situations effectively.
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DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge.

Sulfikar C S