

## SULFIKAR C S

(Marketing Executive)

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Saudi Arabia | Nationality: Indian



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### 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.

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### 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.

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### **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**