

# ASHHAR MAAZ

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Assignments in SALES & MARKETING / BUSINESS DEVELOPMENT with a growth oriented organisation

*Location Preference: Lucknow/ Anywhere In India*

## A BRIEF SYNOPSIS

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**PGDM** with specialization in **International Business** with experience in overall **nearly 2 months** in Sales & Marketing, Business Development and Client Relationship Management as well as Quality management procedures. Currently associated with **BYJU'S as Business Development Associate**. Fair understanding in increasing sales revenues, Developing profitable and productive business relationships, coordinating with decision makers, building and extensive client base and market development. Experience in coordinating with internal/ external customer; implementing procedures and service standards for business excellence. Been proactive and focused as a student and professional. Possess excellent organizational, relationship management analytical skill.

## ORGANISATIONAL SCAN

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**Since Apr'2019: BYJU'S, Lucknow as Business Development Associate**

### Key Deliverables:

- **Sales:** Taking care of the sales and focus on achieving predefined sales target and growth across UP West Zone. Forecasting and planning monthly and quarterly sales target and executing them in a given time frame.
- **Marketing:** Analysing latest marketing trends and tracking competitor's activities and providing valuable input for fine tuning sales and marketing strategies; initiating market development efforts.
- **Business Development:** Executing long term business direction of a region to ensure maximum profitability in line with organisational objectives.
- **Operations:** Managing activities pertaining to negotiating/ finalisation of deal (techno-commercial) for smooth execution of sales & order processing.
- **Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.

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**ACADEMIC CREDENTIALS**

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- 2019 Post Graduate Diploma in Management – Marketing from Balaji Institute of International Business, Pune and *secured 60.00 %*
- 2016 Batchelor of Science – Botany, Chemistry & zoology from Monard University, Hapur (Uttar Pradesh and *Secured 63.17 %*
- 2013 Higher secondary certificate from Air Force School, Gorakhpur and *secured 65.40%*
- 2011 Senior Secondary certificate from Air Force School, Gorakhpur and *secured 79.80%*

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**BEYOND CURRICULAM**

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Actively Participated in Cultural events at college level

Actively participated in Brochure distribution and college presentation at corporates for senior's placement activity

Managed complete activities of college Fest

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**PERSONAL DOSSIER**

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Father's Name : Mr. Jamal Ahmad

Mother's Name : Mrs. Asma-ul- Husna

Date of Birth : 17 Jan' 1995

Linguistic abilities : English & Hindi

Communication address: Hosiery Katra Shahmaroof, Bhua Shaheed, Reti chowk, Gorakhpur (U.P)