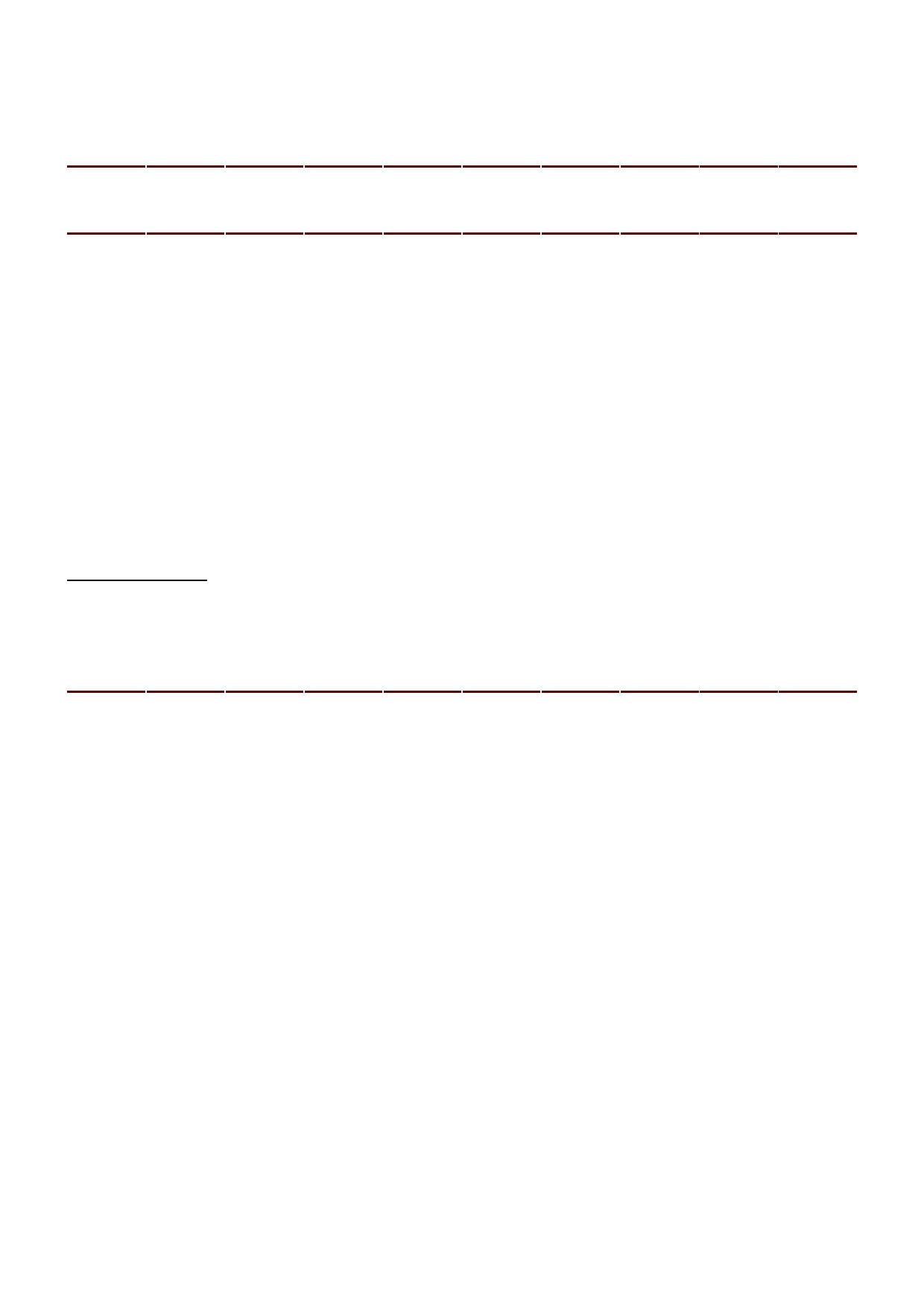
**FAKHRUDDIN ALI KOTHAMBAWALA**



**Present Address:** Badshah Nagar, Kondhwa, Pune-411048 (Maharashtra) India

**Contact:** +91-7066966525

**E-mail:** [fakhri14987@gmail.com](mailto:fakhri14987@gmail.com)

**BUSINESS DEVELOPMENT, SALES & DIGITAL MARKETING PROFESSIONAL**

*Seeking challenging assignments with a growth-oriented organizations across the industry*

**PROFILE**

 Result-oriented professional with a total experience of more than 5 years in **Sales, Business Development,**

**Branch handling and Marketing in Indian and Overseas Market**; currently working as **Business Development Executive** with **Al Hutaib Computers & Network Solutions, Dubai.**

 Contributing to the success by managing, reviewing and undertaking appropriate **Sales & Marketing**

**Strategies, New Customer Development, Brand Management, Team Management & Client Relationship.**  Recognized as a proactive individual who can rapidly identify business problems, formulate tactical plans,

initiate change and implement effective business strategies in challenging environments to enhance revenue generation, market share expansion and profitability.

 Demonstrated ability to manage human, financial and material resources towards the achievement of stated

objectives, to plan and manage work programmes and to lead, motivate and provide effective guidance to a team of professional and support staff.

 Excellent time management skills with proven ability to work accurately and quickly prioritize, coordinate and

consolidate tasks whilst simultaneously managing the diverse range of functions from multiple sources.

**Core competencies:**

Business Development  Sales & Marketing  Office Administration  Research and Analysis  Business

Operations  New Market Development  Pre Sales and Post Sales Support  Key Account Management Project Administration  Team Management  Training / Development  Client Relationship Management 

Negotiations  Reports / MIS  Technical Writing  Cross-functional Coordination

**PROFESSIONAL EXPERIENCE**

**Al Hutaib Computers & Network Solutions, Dubai**  **Jan. 2014 - May 2016**

**Business Development Executive**

 Analyzing marketing trends and tracking competitors' activities; providing valuable inputs for product

enhancement and fine tuning sales & marketing strategies.

 Converting competitor's customers to our account by penetration and collecting market intelligence reports

on competitors. Handling client calls and providing them with Pre and Post-Sales support.

 Responsible to creating Business related documents, data-sheets and PowerPoint to be presented to the

clients; preparing Business Proposals, Quotations, Invoices, Purchase Orders as prescribed.

 Formulating business goals, short term and long-term budgets and developing business plan for the

accomplishment of these goals.

 Carrying out search for new leads in developing Business and maintain existing leads; selecting photographs,

drawings, sketches, diagrams and charts to illustrate material.

 Preparing Minutes of Meeting (MoM) during project team meetings and steering committee meetings.

 Coordinating with the clients and communicating with them to have a better understanding of their

requirements. Having negotiations / approving contracts and agreements.

 Building and maintaining healthy business relations with major accounts, ensuring maximum customer

satisfaction by monitoring post sales activities.

 Designing and implementing solutions with a view to register customer complaints / feedback and take

necessary corrective measures.

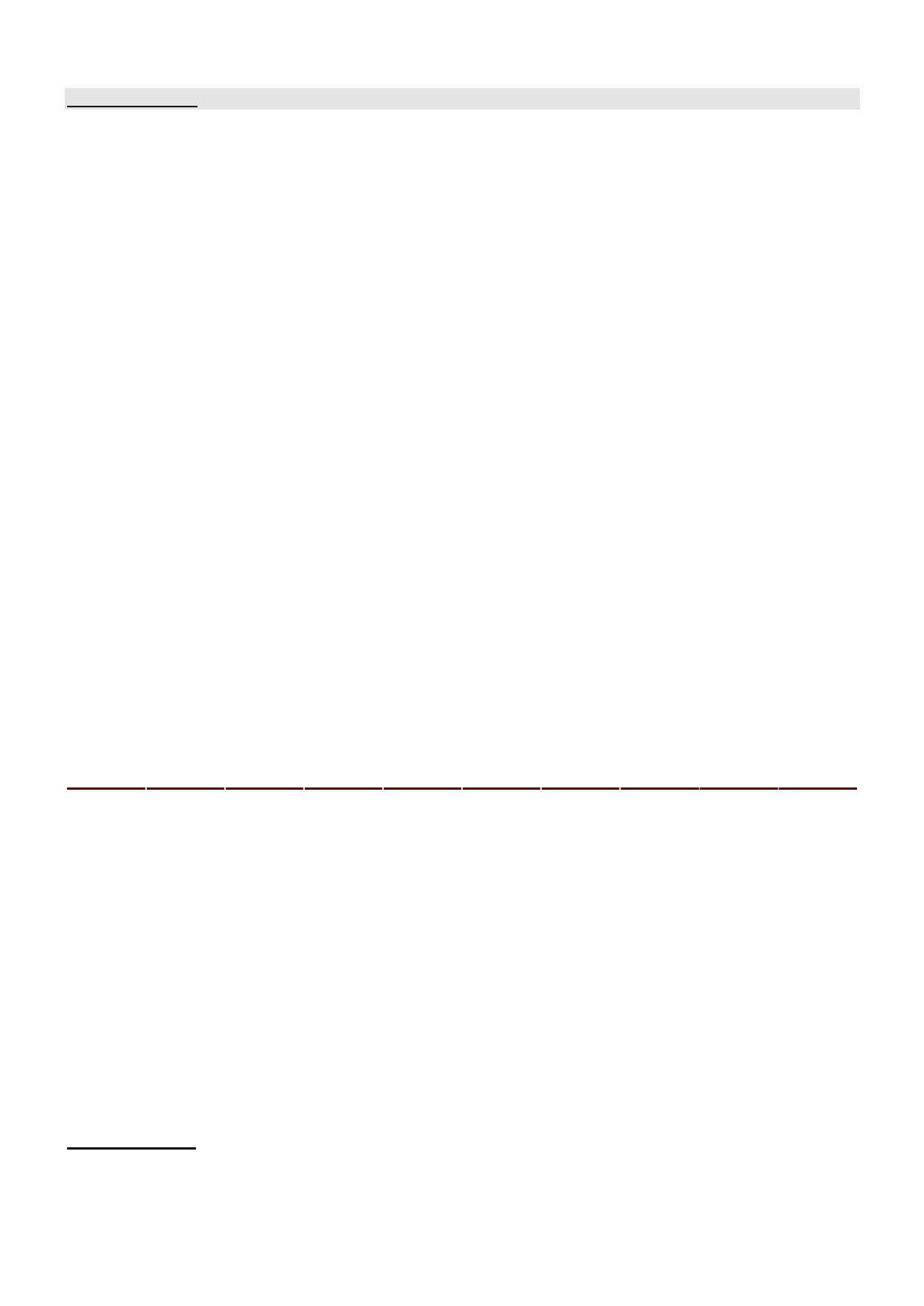
 Leading, training & monitoring the performance of team members to ensure efficiency in sales operations

and meeting of individual & group targets.

 Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth

functioning of sales operations.

**Other Experiences**



**EZware Technologies, Pune**  **Nov. 2012 - Dec. 2013**

**Project Administrator**

 Involved in creation of timeline to keep the track of progress done for each project; prepared necessary

manuals and documents for each project including Minutes of Meeting (MoM) during project team meetings and steering committee meetings.

 Provided assistance to the Administration Manager in day to day activities; maintained coordination with

clients and addressed their concerns.

**Ezzi Traders, Mombasa, Kenya**  **May 2012 - Nov. 2012**

**Business Administrator**

 Looked after the daily business activities and supervised the warehouse stock along with approving daily

Business orders and keeping track of goods in and good out.

 Performed reconciliation of bank statements, analyzed financial statements, sales reports and other

performance indicators.

 Managed general activities related to making products and providing services such as approving purchase

orders, daily backup of a system through application of innovative / new technologies in the workplace.

**Ecotech IT Services , Pune**  **June 2011 - May 2012**

**Technical Writer**

 Involved in preparation of catalogues, user manuals and guides, presentations, online help documents and

engineering reports by producing highly effective content. Generated keywords to make the site top on the search engine results.

 Handled editing, standardization / made changes to material prepared by other writers or establishment

personnel. Interacted with clients to understand their requirements.

 Selected photographs, drawings, sketches, diagrams and charts to illustrate material.

 Wrote technical documents in compliance to the company's established standards and guidelines. Created,

compiled and delivered software developmental documentation packages.

**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

**Master of Computer Applications (Honours), June 2009 - July 2011**

Symbiosis International University, Pune, India; CPA 2.2 out of 4

**Bachelor of Computer Applications (BCA), July 2006 - May 2009**

Pune University, Pune, India; 69%

*(Specialized in Business Computing, Programming and Office Automation)*

**12th Class, July 2005-Jun 2006**

S.M. Choksey High School, Pune (Maharashtra Board), India; 54%

*(Subjects: Physics, Chemistry, Mathematics, Biology)*

**10th Class, May 2002 - June 2003**

S.M. Choksey High School, Pune (Maharashtra Board), India; 69%

**Internship details:**

 Undergone Internship at **Maqbit Technology, Pune** on "Website Development and Annual Maintenance"

from Jan. 2011 - June 2011 (6 months).

**Academic Projects Undertaken**



 Project on "**Specialized in Business Computing Project Lifecycle**" & Final Project n "**Cluster Computing"**

during **MCA**

 Completed the Final Project on "**Website Development & Maintenance" during BCA.**

**Technical Skills:**

Operating Systems

Programming Languages

Database

Web Technologies

Business / Office Automation

**Extra Curricular Accolades:**

Windows, Linux

C, C++, Java SQL, PL/SQL

HTML, CSS, WordPress

MS Office Suite (Advanced in Word, Excel and PowerPoint) ,

EZBusiness, Pastel

 Finalist in Times of India Spelling Bee 2002 contest held in Pune, India.

 Participated in various Quiz competitions during school and college.

 Participated in GNUNify, Annual open source code event in Symbiosis International University

**Date of Birth:** 11th Sept. 1987

**Nationality:** Indian

**Languages Known:** English, Hindi, Gujarati and Arabic (Intermediate)

**References:** Available on Request