

SHAFNA M A

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📍 Dubai, United Arab Emirates

📅 04/05/2001



PROFILE

Results-driven Sales Executive with 2+ years of experience in sales management, team leadership, and marketing, delivering consistent sales growth and leading high-performing teams. Proven track record of driving business growth and building strong customer relationships. Skilled in strategic planning, negotiation, and team collaboration.

PROFESSIONAL EXPERIENCE

Sales Coordinator,
Trinity Builders and Developers

February 2024 – December 2024
Ernakulum, India

- Answered calls, responded to emails, and acted as the primary liaison between the company and key customers.
- Reviewed and analyzed client complaints, managed major customer accounts, and established sales targets.
- Maintained sales records, completed data entry tasks, and delivered exceptional customer service.
- Developed and executed strategic marketing plans to enhance property visibility and attract qualified buyers.
- Built and nurtured relationships with potential clients, investors, and real estate partners to drive business growth.
- Monitored and analyzed customer feedback, leading to the improvement of service offerings and customer satisfaction.
- Conducted in-depth market research to assess trends, pricing, and competitive landscape, informing sales strategies.

Assistant Manager, Medway marketing solutions

June 2023 – January 2024
Calicut, India

- Build favorable business relationships with assigned customers and actively manage all the opportunities to grow and expand business with them.
- Work closely with sales team to ensure all customer requirements are clear, quotes created accordingly, sent on time, and followed up for conversion
- Support marketing manager and department by coordinating various integrated communication marketing programs and activities

- Researched the market to identify new product opportunities
- Create and manage marketing budgets, optimizing spending to achieve cost-efficiency.
- Monitored employee performance and provided feedback and coaching
- Experience in recruitment, performance management, and employee relations

SKILL

- Ability to perform and manage multiple tasks simultaneously and work well under pressure and with time constraints.
- Excellent client service skills, networking, and relationship development skills.
- Good operational experience of HR and marketing processes and systems related to workforce reporting, recruiting, learning, performance management and overall people data.
- Team management.
- Employee Relations.
- Leadership.
- Training and development.
- Lead Generation, Supervising experience, Sales.

IT SKILLS

- Well acquainted with Microsoft (Word, Excel, Power Point) office
- Tally ERP
- Outlook

COURSES

- Attended an international conference of saxion university of netherlands.
- Successfully completed Advance Excel certification for management

LANGUAGES

English



Malayalam



EDUCATION

**Farook institute of management studies,
Master of Business Administration**

2021 – 2023 | Kozhikode, India

**Ansar women's college,
Bachelor of Commerce, Finance**

2018 – 2021 | Thrissur, India