

# SHAFNA MA

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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**

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- 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**

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

## **COURSES**

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

## **LANGUAGES**

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English



Malayalam



## **EDUCATION**

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**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