


# SHOAIB QURESHI

## Sales & Operations Manager



“Dynamic Sales & Operations Manager with over a decade of experience in the hotel, retail, and nutritional product industries. Expert in driving business growth, managing cross-functional teams, and delivering exceptional customer experiences. Skilled in strategic planning, digital marketing, inventory management, and client relations. Proven ability to develop innovative sales strategies, achieve KPIs, and foster market expansion. Committed to providing leadership that inspires team performance and aligns with organizational goals”

### Connect Me


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### Skills

 **Valid Driving License**

 **Microsoft Office**

 **Adobe Photoshop**

 **Adobe Illustrator**

 **Adobe Premier Pro**

 **Google Sketchup**

 **<Html>**

 **#Css**

 **javaScript{}**

 **Tally Solution**

### Qualification

- **MBA in Hospitality and Tourism Management – London, U.K – 2012**  
London School of Education & Management.
- **B.Sc. Hotel Management & Catering Operations – Mumbai, India – 2009**  
Rizvi College of Hotel Management.
- **Diploma in Hotel Management– Mumbai, India -2009**  
Rizvi College of Hotel Management (from American Hotel & Lodging Edu Institute
- **Higher Secondary School – Mumbai, India – 2005**  
Rizvi College of Arts, Science & Commerce.
- **Secondary School – Mumbai, India – 2005**  
ST. Michael’s High School.

### Other Qualification

- **Digital Marketing - 2022**  
Google Learn Digital
- **Airline Diploma - 2008**  
Kuoni Academy of Travel
- **Certified Nutrition Adviser - 2014**  
Neulife Nutrition System Pvt. Ltd
- **MS Office - 2003**  
UWC Trust

## **Work Experience**

### **Ariana Residency Hotel (2024 - Present)**

#### **Sales & Operations Manager**

*Chain of hotels across India.*

##### Key Responsibilities:

- Oversee daily hotel operations to ensure smooth functioning across all departments.
- Collaborate with marketing teams to create compelling content for online and offline platforms.
- Negotiate contracts with corporate clients and event organizers to secure bookings.
- Ensure seamless coordination between departments to deliver exceptional guest experiences.
- Manage inventory and procurement of supplies to maintain optimal stock levels.
- Analyse guest feedback and operational data to improve service quality.
- Identify new markets and business opportunities to expand the hotel's client base.
- Build and maintain strong relationships with corporate clients and travel agents.
- Manage staff recruitment, training, and performance evaluations to maintain high service standards.
- Conduct regular team meetings to review performance and address challenges.
- Monitor hotel occupancy, cancellations, and refund processes.
- Maximizing room yield and hotels revenue through innovative sales practices and yield management programs.
- Responsible for legalization, Occupational Health & Safety Act, fire regulations and other legal requirements.
- Streamlined administrative processes, such as payroll management, expense tracking, petty cash to improve efficiency and reduce overhead costs while maintaining compliance with hotel policies and regulations.
- Performed bookkeeping tasks such as recording daily sales, updating the cash book, and reconciling the bank statement monthly.
- Familiar with accounting software such as Tally, Microsoft Excel, or similar tools.

### **Buyceps Nutrition (2022 - 2024)**

#### **Business Sales Manager**

*Manufacturer and dealers in multiple sports nutritional brands.*

##### Key Responsibilities:

- Developed and maintained strong relationships with key accounts, resulting in repeat business and referrals.
- Cultivate strong relationships with key stakeholders, including distributors, retailers, and strategic partners, to drive business growth and enhance brand visibility.
- Provided product demonstrations to clients, ensuring optimal product utilization and customer satisfaction.
- Collaborated with internal teams to resolve customer issues and address product-related concerns in a timely manner.

- Actively participated in trade shows, industry conferences, and networking events to promote company products and services.
- Develop and execute comprehensive sales plans to penetrate new markets and expand existing client base.
- Analyse market trends, competitor activities, and customer feedback to identify opportunities for product development and improvement.

## **HealthFarm Nutrition (2020 - 2022)**

### **Key Account Sales Manager**

*Manufacturer of nutritional supplements, organic herbs, multi-vitamins, performance clothing, and accessories.*

#### **Key Responsibilities:**

- Working with RSM in order to achieve key sales through managing of multiple distributors.
- Ensures that brand integrity and business model of ethical fair dealings with existing and targeted accounts is followed.
- Develops promotional strategy for an area in conjunction with marketing support.
- Recommends and implements sales strategies for improvement based on market research and competitor analyses.
- Deliver sales, distribution and merchandising goals at all accounts as needed.
- Identifies and resolves problems in a timely manner, gathers and analyses information skilfully.
- Developed strong Industrial network by widely travelled across city.
- Prepare regular reports of progress.

## **Bigflex Life Science Pvt. Ltd. (2017 - 2020)**

### **Online Sales Manager**

*Bigflex is a sports nutrition and nutraceutical brand for people who desire to lead an active and healthy lifestyle.*

As an Online Sales Manager, I identify and secure potential clients through cold-calling, emailing, and direct meetings, while maintaining productive relationships with B2B clients through regular visits. I coordinate with logistics, marketing, finance, and delivery departments to ensure smooth sales operations and timely report completion. I assist customers in selecting the right products, addressing their feedback and queries effectively.

## **Neulife Nutrition Pvt Ltd (2014-2017)**

### **Store Manager**

*It's a chain of stores which supplies and manufacture sports nutritional supplements.*

My key responsibilities over there were to largely ensure the correct products and services are delivered to customers in a timely manner, serve as the link of communication between key customers and internal teams, prepare regular reports of progress and forecasts to internal and external stakeholders & was reporting to Regional Sales Manager.

## **99p Store Ltd. (London, U.K) (2011-2014)**

### **Asst Store Manager**

*It's a chain of stores which deals in household & electronic products in London, United Kingdom.*

As a Store Manager my daily responsibilities were to drive sales, and ensure excellent customer service, team management, manage inventory, maintain store standards, and ensure compliance with company policies.

## **TGI Friday (London, U.K) (2010-2011)**

### **Chef**

*"Thank Goodness it's Friday's" is a casual dining restaurant.*

My key duties over there were to ensure safety and sanitation practices in the kitchen, create new recipes in collaboration with the Senior Chefs, ensure all mise en place is done, preparing sauces and pizza base.

## **Hotel Tunga International (2009-2010)**

### **Sales Coordinator**

*Chain of hotels having modern-day amenities, fine restaurants and room service.*

#### Key Responsibilities:

- Develop comprehensive event plans, including timelines, schedules, and task assignments.
- Serve as the primary point of contact for clients throughout the planning process and event execution.
- Oversee the setup, execution, and breakdown of events, ensuring all details align with the client's vision and hotel standards.
- Manage event logistics, including transportation, accommodation, and on-site support.
- Establish and maintain relationships with reliable vendors and suppliers.
- Develop promotional materials, including brochures, social media content, and email campaigns.
- Coordinate with the maintenance and housekeeping teams to ensure venues are clean, safe, and well-maintained.
- Prepare post-event reports, including financial summaries and client feedback.
- Identify and secure potential clients by cold-calling, e-mailing or direct meeting.
- Develop and maintain strong relationships with key accounts, including corporate clients, travel agents, event planners, and other significant partners.
- Working with HOD in order to achieve key sales.