**Ansari Shahfahed**

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**Profile in Brief**

A result oriented & competent marketing & sales professional offering 3 years of experience in frontline sales, channel sales and customer relationship. Aspire to be astute learner and work in a pragmatic way in an organization where I can enhance my skills and contribute as a team member to meet company goal and objective with sheer determination and commitment.

**Professional Synopsis**

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| **Key Attributes**   * Problem solving * Adaptability * Self-motivated * Team Building * Time Management * Efficiency Enhancement * Negotiation skills * Leadership * Sales management * Optimize Costs * Strong work ethics * Process Improvement * Strong integrity | **Core Competency:** An unwavering commitment to customer service, with the ability to build productive relationships, resolve complex issues and win customer loyalty.Proven capability to identify opportunities for revenue growth & build high performance teams to support objectives to enhance brand image & increase market share.  * Verifiable track records to identify and implement strategies to reduce costs, increase revenue, strengthen customer relationships, improve business practices and drive profitable growth. * Demonstrated domain expertise and skills in **business development**. * Motivated team player with capability to **deliver results** as per set objectives. * Ably manage customer relationships with customer centric focus. * Hands on experience to work effectively in a wide range of cultural backgrounds. * Strong **interpersonal & communication** skills to liaise with stakeholders. * Eager to learn and contribute with ideas generated through out of box thinking. |

**Professional Milestones**

**LifeinMBA**

**Marketing Executive (Apr 2014 to date)**

*(Reporting to the Manager)*

**Job Profile:**

As **Marketing Executive,** steer efforts to achieve business growth through direct as well as channel partners as per the defined **Key Performance Matrices-**

* Create the sales and marketing strategies and implement the same to meet revenue targets
* Design & execute sales promotion activities in different colleges across Kolkata that effectively aid subscription sales.
* Organize sale visits to identify new prospective clients via cold calling.
* Follow up on leads, arrange meetings with potential customers for Demo session, and clearly express the value proposition and benefits of the LIM products and solutions.
* Advice on different colleges option available, so as to enable the candidates and their family make an educated choice and the right decision.
* Provides information, guidance and support to candidates for education and admission procedure.
* Appoint new channel partners and educate them about the product and complimentary services offered
* Develop product knowledge to clearly understand business needs of prospective Business Schools & offer customized solutions accordingly.
* Convey to the main office the new requirements from the Business Schools & ensure offering the best solution.
* Negotiate terms of agreement and close sales.
* Track progress by reviewing MIS on weekly & monthly basis.

**Contribution:**

* Instrumental in meeting the primary objective to increase the registered users by persuading/ approaching professional college/ Business Schools, training institute (CAT.MAT, etc.) to buy LIM subscription & increased YOY sales by 20%.
* Initiated steps to ably add over 126 channel partners throughout Kolkata and the eastern region.
* Made significant contribution to enroll over 1500 students through promotional activities.

**ICICI Securities Ltd.**

**Management Trainee – Channel Sales - Retail (Sep 2013- Mar 2014)**

*(Reporting to the Regional Manager)*

**Job Profile**:

As **Management Trainee– Channel Sales (Retail),** managed channel partners through ICICI Bank branch & driven efforts to meet topline targets as per the specified **Key Performance Matrices-**

* Organised recruitment and team building training of associates and executives
* Spearheaded efforts to achieve set performance targets on equity, non equity and other value added products.
* Liaised with bank team members to generate new business through them and ensured higher productivity.
* Engaged in lead generation activities

**Contributions:**

* Developed a new team of 2 sales executives & 17 associates to meet 95% of sales targets within 3 months.
* Successfully managed a high-volume workload to develop new territories while maintaining the old client base within a deadline-driven environment.
* Effectively generate an average of 200 enquiries per month & consistently met performance benchmarks on all areas- speed, accuracy, & volume.
* Made noteworthy contributions as a management trainee & achieved 125% of targets on equity products (ERS-25000 & ICFL-1750).

**Training & Development**

* Undergone 2 months summer internship programme in an entrepreneurial venture of **Calcutta Construction Housing Development Company Pvt.,** formed as society- **The Akash Institute of Calcutta**, with project scope covered the recruiters existing requirement trends & the study assessed the need for soft skill training in the Kolkata market.
* Completed 1 month live project to understand consumer buying pattern for **Total Lubricants**
* Underwent 15 days live project with **TNS (Taylor Nelson Soferes)** to estimate demand potential of smart phones.
* Attended 14 day rural entrepreneurship development programme conducted by the Govt. of India

**Educational Credentials**

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| **Year** | **Course** | **Institute/ University** | **Score** |
| 2013 | Masters in Business Administration | NSHM Business School, Kolkata, WBUT | CGPA  7. 44 |
| 2011 | Bachelors in Business Administration | Pailan College of Management & Technology, Kolkata, WBUT | CGPA 7.58 |
| 2008 | W.B.C.H.S.E(12th Standard) | Sree Jain Swetamber Terapathi Vidyalaya (Boys) High School | 59.8% |
| 2006 | W.B.B.S.E (10th Standard) | Vidya Vikash High School | 43.25% |

**Extra Curricular Efforts**

* Participated in the **NEN E-Week** event and stood 2nd in the entrepreneurship venture event in 2010 & 2011
* Successfully organized **OBC Certificate** campaign issued by Alipore sadar with the help of an **NGO**, **Kawser-o-Tasleem** and ensured issue of 394 OBC certificates in our locality within a span of the

14 days.

* Selected as player for 1st & 2nd division cricket conducted by CAB and won inter-college cricket competition in 2011.

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| **Date of Birth:** 23th Dec 1989 | **Language Proficiency:** English, Hindi, Bengali, & Urdu|  **Computer Literacy**: MS Office (Word, Excel & Power point) | **Nationality:** Indian | **Gender:** Male |  **Reference:** Available on request |