

B MAQDUM BASHA

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JOB OBJECTIVE

Dedicated Management Professional eager to contribute exceptional Sales, Marketing, & Client Relations talents toward supporting an employer in driving revenue growth & profitability.

PROFILE SUMMARY

- Endowed with the passion for winning evinced through 2.11 years of Experience in Marketing.
- Completed MBA degree in Marketing & Financial Management.
- Decisive problem solver able to execute innovative solutions and process improvements to meet defined business goals.
- Well versed with the concepts of Setting Marketing Strategies, Customer Relationship and Market Analysis.
- Highly versatile and able to quickly master new roles, responsibilities and technologies.
- Possesses strong interpersonal, coordination & analytical skills.

CORE COMPETENCIES

Strategic Analysis/Planning
Data / Records Management

Client/Business Relations
Performance Management

Advertising / Promotions
Negotiation Skills

STRENGTHS

- Deep understanding of online media as a driving force behind brand marketing
- Outstanding research and forecasting abilities
- Strong analytical/quantitative skills
- Ability to collaborate with team members or work independently
- Understanding of complex marketing trends
- Capability to work in a fast-paced environment
- Understanding of best practices using latest marketing techniques

WORK EXPERIENCE

Working as Business Development Manager in Edwise International Pvt Ltd, Hyderabad, India Since March 2017.

Responsibilities:

- Generating Leads from Universities, Colleges, B-Schools & Institutes by conducting seminar, marketing campaign, participating college events etc., and converted leads in corporate sales.
- Delivered presentation to college/university management for business tie-ups with Edwise Company.

- Attended competitors events/offices as a spy for analysing business strategies and gathering info about competitor business.
- Designed Facebook / Instagram advertising and promotional offers with images/photos and informational videos; and scheduled ad placements for key time periods.
- Engaged and maintained contact with social media prospects to drive traffic to the business.
- Every 2 months prepared marketing/promoting strategies in the company budget and co-ordinate with advertising agencies for promotions in various sectors (TV ads, Print media, Roads how ads, Newspapers, FM Radio etc.)
- Conducted Events in community halls (5 Star Hotels) to counsel students as well as parents and helped them to decide which university to enroll.
- Interacted with the students who finished the senior secondary course and guide them to the university that offers their chosen courses.
- Selling IELTS/PTE vouchers to students in Colleges, Universities & private coaching center, and reached monthly targets.
- Contacting potential & existing students (tele callings) to inform them about services/universities interview and created walk-in for branch.
- Answering the questions about company services to students by Whatsapp/live chat.

OTHER ACCOLADES

- Continuously achieved the monthly target from the date of joining Edwise international Pvt Ltd.
- Recipient of “Good Support award” during may 2018 & 2019.
- Revamped marketing strategy and obtained mass contacts by conducting seminars / events in colleges / hotels.

EDUCATION DETAILS

- Master of Business Administration in Marketing & Financial Management from St. John College of Engineering & Technology, Kurnool dist, A.P., in 2016.
- Bachelor of Science in Computer Science from The Adoni Arts & Science College, Rayalaseema University, Kurnool in 2014.

PROJECT UNDERTAKEN

Title: Dealers Satisfaction
Company: PVC pipes pvt ltd., Anantapur.
Duration: March 2016-April 16.

ACTIVITIES OF INTEREST

- Surfing on the internet, Playing Video Games, Watching Cartoons & Bike Riding.

PERSONAL DETAILS

Date of Birth : 4th June 1994
Present Address : Surya Executive Men's Hostel, Ameerpet.
Nationality : Indian
Languages Known: English, Hindi, & Telugu

