



**Tariq Haneef**  
**MBA (Marketing & Hr)**

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\*Retail Operation\*

\*SKILL Development\*

\* Education & Training\*

**ACADEMIC QUALIFICATIONS**

Year	Qualification	Division	Board
2001	MBA	1st	Meerut University
1999	Graduation	2nd	AMU
1995	Intermediate	2nd	AMU
1993	High School	1st	UP Board

**CERTIFICATIONS & COMPUTER PROFICIENCY**

- Certified Trainer in Retail Sales Associate from **RASCI**
- Certified Assessor for Trainee Associate & Individual Sales Profession, from **RASCI**
- Certified from **NIESBUD** in Employability, Entrepreneurship & Life Skills
- **PGDCA** & Diploma in MS Windows and MS Office.
- Certified CCC (Certificate Course in Computer) In NOV'13 Conducted by **NIELIT**
- Certified **UIDAI** Sify Test of Supervisor for Enrolment of **Aadhaar**.
- Certificate for Procuring Insurance Business from **IRDA**
- **Awarded as Best Project Coordinator** in India (2016-2017) from AISECT Group.

**1-AISECT — (Project Coordinator Uttar Pradesh)—1<sup>st</sup> May 2013-Till Date**

- Training & Development for Centrally Sponsored Scheme (**STAR, NDLM, NULM, PMKVY, SEEKHO AUR KAMAO, RPL, NSFDC & PMKK**) and State Skill Project (**UPSDM, SUDA, SIRD, AWWA & ORDINANCE** Centre for IT, Retail, BFSI, Apparel, Agriculture, Construction, Electronic, BWSSC, DWSSC & Soft Skill Trade.
- Project Team Operation Handling (Mobilization, Training, Result and Assessment, Placement and Billing in Coordination with (Project Centers, Govt Skill Department).
- To pitch to new & existing clients, understanding detailed Requirements and Submitting skill proposals on time with Cross selling for University Franchisee and Project Centre for Mobilization of Students.
- Organizing Rojgar Mela, Event Management, TOT as per company Norms for **NSDC**.
- Interact with advertising agencies to sketch a plan of action for AISECT University, Dr.CV Raman University, Rabindranath Tagore University and NSDC Skill Centre.
- Banking kiosk & AADHAAR Operation in UP for State bank of India & BOB under Financial Inclusion Scheme of Govt.

## **2-Candid Marketing (New Delhi) – Regional Manager North-Nokia (May 2010- March13)**

### **Visual Merchandising**

Manage the MPM (Merchandise Presentation Methods) and its roll-out execution across the region, Ensure the timely execution and compliance of the seasonal dockets across 5000 stores in the region Conduct competitor analysis and market surveys for trends and ideas to improve customer conversions provide in-store brand experience maintaining the VM standards.

### **Channel Store Management & Product Launch**

Execute the ‘visual plan’ for the new store within the allocated budget and obtain approval from Nokia Marketing Team for implementation. Execute the Planogram in telecom channel stores. Coordinate with projects and store operations team to ensure store readiness within time frame. Successfully launched NOKIA Model N8, E7, X7, Asha & Lumia series in North India.

### **Training & Development**

Identify and motivate the Merchandising champ at each store for VM activities, Train the store operations team on VM display standards. Organize, motivate, recognize and train team for meeting and exceeding performance expectations as per company standard.

## **3-Spar Solutions Merchandising P Ltd (New Delhi) -- Hindustan Unilever Limited**

**(April 2005) State Executive-Branch Programme Manager April 2010)**

- Achieve and Maintain High Visibility Scores for HUL brands Through Dealer & Distributor for North India.
- Co-ordinate with HUL channel distributor, sales team and merchandising team in promotion of all major brands in all category of HUL to promote Secondary sale.
- Super Value & Vijeta Programme execution in implementing BTL merchandising Programme to promote the unilever brand in line with company norms.
- Audit & Reports for Big Bazaar, Castrol, JK Cements, LML.

## **4-RTCL LTD (KANPUR)-CHAIN OF RETAIL STORE (March 2002-March 2005)**

- Assist in Marketing & Purchase Department at HO for Retail Chain of Store.
- Store Management-Retail Store Manager of SGM Civil Line -Kanpur

### **STRENGTHS**

- Good Communication & Presentation Skills
- Team Management & Co-ordination.
- Training and Project Management

### **PERSONAL DETAILS**

Date of Birth : 01-03-1976

Passport No. : L6828990 /Lucknow.

Languages Known : English, Hindi & Urdu.

Date: 5/Jan/2019

Tariq Haneef  
(signature)