



# MOHAMMAD SHAFI

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Dubai | United Arab Emirates

**Bachelor of Commerce from Mangalore University, India.**

## PERSONAL STATEMENT

- Marketing Executive with over six years of experience in sales and marketing of kitchen appliances and sports goods and customer service
- Proficiency in identifying and maximizing business and revenue growth opportunities by providing expert advice to customers on products and services using a needs-based approach
- Demonstrates well-developed customer service, objection-handling and communication skills to provide solutions to varied queries and issues of customers
- Ability to multitask and perform data analysis and reporting activities that have significant financial and business impact, and handle difficult situations calmly and confidently
- Quick learner who can absorb new ideas, communicate clearly and find suitable solutions to meet customer's needs

## WORK EXPERIENCE

May 2018 – Present **Marketing Executive | SHEETAL ENTERPRISES, India**

- Schedule appointments, demonstrate the USPs of various kitchen appliances, and sell the products fulfilling customers' requirements
- Perform market research and competitive analysis, and provide vital product differentiation ideas and strategies during weekly/monthly meetings
- Track budgets to avoid cost overruns and maximize revenue gains
- Monitor the performance of marketing campaigns and formulate ways to improvise product-selling techniques

May 2016 – April 2017 **Sales Executive | FIFA SPORTS, India**

- Conducted research and analyzed sales data to identify potential customers for selling different sports products
- Negotiated deals and completed the order management process through planned follow-ups with customers
- Organized promotional activities and events for the launch of new products
- Generated and presented sales performance reports to managers

July 2015 – March 2016 **Customer Care Associate | SHOPPERS STOP, India**  
(Mangalore International Airport)

- Demonstrated excellent customer service and product knowledge to understand the diverse needs of customers and promote products appropriate to their needs
- Maintained/updated the inventory in the CRM and notified the supervisor of shortages and new requirements for replenishments
- Prepared daily/weekly sales and product inventory reports for presentation to the management
- Coordinated and organized events to showcase newly-arrived products and generate sales

## EDUCATION

June 2011 – April 2014 Bachelor of Commerce from Mangalore University, India

## Language

English, Hindi, Malayalam,  
Tamil, German language A1, A2.

## SKILLS

- Market Research
- Marketing Data Analysis
- Monitoring Campaign Performance
- Client Relationship Management
- Sales Order Management
- Deal Negotiations
- Sales and Revenue Generation
- Event Management
- Microsoft Office (Word, Excel, PowerPoint, Outlook & Explorer)
- Windows Operating System

## OTHERS

**Hobbies & Interests** Learning new languages, travelling, sports and music

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