

# MOHAMED FAYAZ

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## PROFESSIONAL SUMMARY

Results-oriented leader with rich career history in product marketing. Proven ability to direct explosive sales growth, successful new product launches, and innovative client acquisition strategies. Experienced in overseeing small teams to secure impressive customer-focused metrics.

## WORK HISTORY

02/2019 - 12/2021

**New Dewan Fashion** | Kandy, Srilanka  
Team Leader

- Led performance reviews and tailored employee feedback to facilitate professional development.
- Professionally handled difficult customer complaints and objections to maintain first-class customer service standards.
- Provided leadership and direction for employees, supervising activities to drive productivity and efficiency.
- Streamlined processes to achieve efficiencies and cost savings.
- Resolved employee relations issues and navigated disciplinary proceedings.

04/2016 - 09/2018

**UAE EXCHANGE** | DUBAI  
Sales Executive

- Established and maintained positive, profitable client relationships through superb communication.
- Contributed to continuous improvement of renewal processes, increasing customer retention levels against targets.
- Delivered professional sales presentations, creatively communicating product quality and market comparisons to prospective clients.
- Documented lead development, identifying key revenue opportunities and implementing strategies to achieve new business.
- Built focused new client networks, growing business opportunities and increasing revenue possibilities.
- Fostered positive relationships with customers to enhance loyalty and retention.
- Coordinated and distributed Daily Field Reports, communicating outcomes with clients and stakeholders.



## EDUCATION

06/2012

**UNIVERSITY OF SRI JAYAWARDANAPURA** |  
SRILANKA

Bachelor of Science:  
BUSINESS ADMINISTRATION

## LANGUAGES

**Tamil, Sinhala:**  
Native language

**English:** C2  
Master or proficient

**Hindi:** C1  
Advanced

**Malayalam:** C1  
Advanced

10/2013 - 04/2016

**UAE EXCHANGE CENTRE LLC | DUBAI**

Marketing Executive

- Coordinated and participated in promotional activities and trade shows, increasing brand visibility.
- Defined and tracked campaign effectiveness, adjusting strategies accordingly.
- Completed quarterly forecasting and monthly financial reviews, delivering against department budgets.
- Identified value propositions and key messages for company marketing campaigns.
- Monitored market trends to remain ahead of competitors, consistently meeting client demands.
- Initiated market research studies, analysing findings to improve future campaigns.
- Created engaging marketing materials, driving campaign and brand awareness.
- Communicated marketing team accomplishments and progress reports, verifying alignment with key business objectives.

03/2010 - 06/2012

**Apparel llc**

Retail Sales Associate

- Assisted customers with product selection and sales, recommending items to increase transaction value.
- Maintained knowledge of current promotions, refund guidelines and payment policies, providing reliable customer advice.
- Guaranteed high levels of customer satisfaction through product knowledge and attentive service.
- Fostered positive relationships with customers to enhance loyalty and retention.

03/2007 - 03/2008

**Ceylinco Takaful Limited | Kandy, Srilanka**

Sales Advisor

- Successfully applied various sales techniques to steadily expand customer bases.
- Research and resource potential clients and build long term relationship with them
- persuade prospective client to engage in a phone conversation/meeting to discuss insurance products
- Advice clients to insurance policies that best suit their needs
- Customize insurance programs to suit individual clients and explain benefits, risk of the policy
- Fill out and submit applications, issues, quotes maintain clients records and prepare reports
- Re asses the policy needs to existing clients after life changing events
- keep abreast of industry and market trends and best practice.

03/2006 - 03/2007

**AmanaTakaful limited** | Kandy, Srilanka

Sales Advisor

- Handled concerns and complaints with care, delivering positive outcomes for continued customer loyalty.
- Offering specialized financial guidance and advise
- completing financial needs analyses
- creating and explaining customized plans
- Assessing client's financial portfolios
- Analyzing clients risk

**SKILLS**

- Marketing campaign management
- Business development
- Relationship management
- Sales goal attainment
- Sales training
- Retail marketing
- Presentations and proposals