



# MUNEER PUKKELA

## Branch Manager

Dynamic and results-driven Branch Manager with over 7 years of experience in overseeing daily operations, managing teams, and driving revenue growth within the banking industry. Proven track record of improving branch performance, enhancing customer satisfaction, and achieving sales targets. Strong leadership skills in managing and mentoring staff, implementing effective business strategies, and maintaining high operational standards. Adept at financial management, budgeting, and ensuring compliance with company policies and regulatory requirements. Excellent communication and problem-solving abilities, with a focus on customer retention and market expansion.

## WORK EXPERIENCE

### Branch Manager

Aug 2024 to Jan 2025

GCC EXCHANGE, UAE

- Oversee daily branch operations, ensuring efficiency, compliance with policies, and smooth workflow.
- Lead and manage a team, providing training, setting goals, and conducting performance evaluations to drive productivity.
- Drive sales growth, implementing strategies to meet or exceed revenue targets and promote branch services.
- Ensure customer satisfaction, addressing inquiries and resolving issues to maintain positive relationships and enhance retention.
- Monitor financial performance, including budgeting and managing branch profitability to meet financial objectives.
- Ensure regulatory compliance, staying updated with industry regulations and ensuring branch operations meet legal requirements.

### Branch Manager

Jan 2018 to Jul 2024

ALFARDAN EXCHANGE LLC, UAE

- Analyse branch performance through regular reporting on sales, customer feedback, and operational efficiency to identify areas for improvement.
- Develop and execute business development strategies, identifying opportunities for market expansion and new customer acquisition.
- Maintain inventory and resource management, ensuring adequate stock levels and proper resource allocation to meet customer demands.
- Implement marketing campaigns at the branch level to increase brand visibility and drive foot traffic.
- Coordinate with corporate teams, ensuring seamless communication between the branch and head office regarding policies, initiatives, and updates.

### Marketing Executive

Jul 2014 to Apr 2016

EURO TECH PRIVATE LTD, KERALA

- Develop and implement marketing strategies to increase brand awareness and drive customer engagement.
- Conduct market research to gather insights on customer behaviour, competitor activities, and industry trends to inform campaigns.
- Coordinate and execute digital marketing campaigns, utilizing SEO, SEM, email marketing, and social media to enhance online visibility.
- Monitor and analyse campaign performance, using analytics tools to track key metrics and optimize marketing efforts for maximum ROI.

## MY CONTACT



### Phone

+971 5 4508 4508  
+971 5 66 999685



### Email

[muneer.pukkela@gmail.com](mailto:muneer.pukkela@gmail.com)



### Address

Dubai, UAE



### LinkedIn

[linkedin.com/in/muneer-pukkela-07051a1b3](https://www.linkedin.com/in/muneer-pukkela-07051a1b3)

## EDUCATION

### BACHELOR OF COMMERCE

Calicut University  
2017

### HIGHER SECONDARY

Board of Higher Secondary Examination  
2014

## SKILLS

Sales Management

Strategic Planning

Sales Strategy

Business Development

Target Achievement

Lead generation

Team Management

Negotiation Skills

Market Analysis

Communication skill

Compliance & Regulatory Standards

## LANGUAGES

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- English
- Hindi
- Arabic
- Malayalam
- Tamil

## PERSONAL DETAILS

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Nationality : Indian  
D.O. B : 22/12/1996  
Gender : Male  
Marital Status : Married  
Passport no : X7254716  
Date of Issue : 18.04.2023  
Date of Expiry : 17.04.2033  
Driving License : 2509781, Abu Dhabi

## HOBBIES

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Music



Travel



Driving

## REFERENCE

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Reference available upon request.

## CERTIFICATION

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- MASTERING REGULATORY REPORTING: A DEEP DIVE INTO SAR/STR COMPLIANCE
- ANTI-MONEY LAUNDERING AND CUSTOMER VERIFICATION
- BUSINESS ANALYSIS & PROCESS MANAGMENT
- DECODING KYC REQUIREMENTS: A CRUCIAL ELEMENT OF AML COMPLIANCE IN THE UAE

## ACHIEVEMENTS

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- Employee of the month award
- Top Performance Award

## TECHNICAL SKILLS

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- MS Office
- Adobe Suite
- EDIUS
- Digital Imaging & DTP
- Hardware & Software

## DECLARATION

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I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars.

**MUNEER PUKKELA**