

# MOHAMMED DHANISH



## CONTACTS

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## ABOUT ME

Accomplished Business Manager with expertise in HR and Marketing. Experienced in driving operational efficiency, sales growth, recruitment, employee relations, and digital marketing strategies. Skilled at leading teams, managing budgets, optimizing processes, and enhancing customer engagement. Committed to delivering business results through strategic planning, team development, and effective leadership.

## WORK EXPERIENCE

### BUSINESS MANAGER (July 2024 – Dec 2024)

Gulfown Digital Hub

Perinthalmanna, Malappuram(Dist), Kerala, India

- Managed IT product strategy and operations across four retail venues with a team of over 200 staff members. Responsible for the sales and purchasing processes, driving growth for multiple brands, and enhancing overall operational efficiency.
- Oversaw sales strategies for all venues, optimizing pricing, promotions, and inventory management for maximum profitability & Managed purchasing operations, establishing relationships with suppliers to negotiate favorable terms and ensure product availability
- Supervised and trained a diverse team, implemented training programs, conducted market analysis, developed promotional campaigns, optimized customer experience, monitored KPIs, collaborated with cross-functional teams, and achieved a significant increase in sales and product growth.

### BUSINESS MANAGER (Nov 2022 - July 2024)

Bestind Digital Store

Kottakkal, Malappuram(Dist), Kerala, India

- Develop and execute strategies to drive sales of IT products (laptops, computers, accessories and peripherals) from top brands, across multiple branches. Oversee inventory, pricing, and promotional campaigns to maximize revenue and profitability.
- Lead and manage a large team of over 100 staff across 5 branches. Set performance targets, provide training, and monitor KPIs to ensure sales goals are met while fostering a productive work environment
- Build and maintain strong relationships with suppliers to negotiate favorable terms, ensure timely procurement, and manage purchasing processes to meet customer demand.
- Oversee budgeting and financial operations, track revenue, implement cost-control measures, and ensure profitability across all branches while optimizing operational efficiency.

### MARKETING AND HUMAN RESOURCE MANAGER (June 2022 - Nov 2022)

Bestind Digital Store

Kottakkal, Malappuram(Dist), Kerala, India

- Provided management and support to the Marketing team and working closely with the recruitment team, responsible for employing 100+ Staff across in the 5 venues.
- Directed employee relations Procedures including the disciplinary process, grievances, statutory rights, redundancies, settlement, agreements and absence management.
- Successfully Developed and implemented multiple digital marketing campaigns, events including social media channel and lead generation to drive growth and customer engagements.

## EDUCATION

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### B.COM COMPUTER APPLICATION

Kottakkal Farook Arts & Science College - Malappuram, Kerala, India (2019 - 2022)

### HIGHER SECONDARY (COMMERCE) COMPUTER APPLICATION

IUHSS Parappur - Malappuram, Kerala, India (2017 - 2019)

## PROFESSIONAL SKILLS

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- Sales and Procurement Management
- Team Leadership
- Staff Recruitment
- Accounts Management
- Business Development
- Project Management
- Operational Management
- Customer Management
- Digital Marketing

## STRENGTHS

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- Persuasive
- Quick to Adapt
- Vibrant
- Meticulous
- Active Listening
- Collaborative

## LANGUAGES

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- English
- Hindi
- Tamil
- Malayalam

## REFERENCE

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- **ARUN**  
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North Kerala Channel Sales Manager  
**Asus**
- **SIBIN M**  
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**Canon**
- **SHIHAB SHIBU**  
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Manager  
**Gulfown Digital Hub**