

Shariq Ahmed

c/o Ejaz Ahmed

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SALES & MARKETING MANAGER: Persistence/Thoroughness/Precision

- A result driven marketing manager with extensive experience in the sales and marketing, administration and support of business information.
- In-depth expertise in the implementation, analysis, optimization, documentation of various procedures, proven ability to lead and motivate project teams to ensure success.
- Track record for elements of marketing initiatives including data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM acquisition and strategies.
- Perhaps most importantly, offered a history of proven results, as evident by the following marketing accomplishments for my current employer.

TECHNICAL SKILLS:

- Interpersonal communication
- Good writing ability
- Analytical knowledge
- Creativity and expression
- Influencing and negotiation skills
- Team playing
- Computer skills
- Commercial nous
- Ambitious

EXPERIENCE SUMMARY:

- **Jaypee India Ltd**
Designation: Marketing Manager
Duration: October 2011 – 2018
- **PNB Metlife Insurance Ltd.**
Designation: Business Manager

Duration: June 2018 – 2023

- **Aditya Birla Life Insurance**
Designation: PPM
Duration: January 2023 – June 2023
- **Max Life Insurance**
Designation: Elite Manager
Duration: July 2023

SALES RESPONSIBILITIES:

- **Sales Strategy Development:**
 - Develop and implement sales strategies to achieve company targets.
 - Identify new market opportunities and develop plans to enter these markets.
- **Sales Team Management:**
 - Lead and motivate the sales team to achieve sales targets.
 - Recruit, train, and manage sales personnel.
- **Customer Relationship Management:**
 - Build and maintain strong relationships with key customers and stakeholders.
 - Address customer inquiries and resolve issues promptly to ensure customer satisfaction.
- **Sales Performance Monitoring:**
 - Analyse sales data and metrics to assess team performance and market trends.
 - Prepare sales forecasts and reports for senior management.
- **Negotiation and Deal Closure:**
 - Negotiate contracts and agreements with clients to maximize profit.
 - Oversee the sales process to ensure smooth operations from lead generation to deal closure.

EDUCATIONAL QUALIFICATIONS:

Year	Grade	Institution	Aggregate
2011	Calcutta University	Surendra Nath College	55%
2007	N.I.O.S	Don Bosco Liluah, Howrah	58%
2004	I.C.S.E.	St. Aloysius Orp & Day school, Howrah	59%

STRENGTHS:

- Managerial skills.
- Spirited team player and a natural motivator.
- Excellent communication and inter-personal skills.
- Competitive spirit and ability to thrive under pressure and enthusiasm

PERSONAL DETAILS:

- **Date of Birth (dd/mm/yy):** 24.04.88
- **Gender:** Male
- **Marital Status:** Married
- **Languages Known:** English, Arabic, Urdu, Hindi & Bengali
- **Permanent Address:** 6, Pilkhana 3rd Lane Howrah-1
- **Address for Communication:** Srijan Centrum, block-3, 3rd Floor, Flat 3B8, Rai Charan Pal Lane
- **Current CTC:** 11 lacs PA + other benefits as per industry
- **Expected CTC:** According to the industry
- **Notice Period:** NR

I hereby declare that the information given above is true to best of my knowledge.

Place:

Date:

Signature