

Sajif Hamza

Contact: 9846503513 **Email:** sajifhamza@gmail.com

LinkedIn: www.linkedin.com/in/sajif-hamza



Consummate professional seeking management position in Marketing operations / Business development / Sales with a leading organisation

Profile Summary

A competent professional with over 10 years of experience in:

- Operations and Sales
 - Customer and service management
 - Social media management
 - Business development
 - Data management and reporting
 - Account management
 - Training & development
 - Promotional activities
 - Market analysis
- An effective communicator & team leader with strong analytical, problem solving and organisational abilities
 - Skilled in handling pricing strategies, competitor & market analysis, new product roll-out and targeted marketing
 - Expertise in managing development and implementation of promotion plans and handling communication for brands including all above the line and below line activities

Areas of Expertise

- Developing marketing strategies to build consumer preference and drive volumes
- Conducting competitor analysis – determine strength and weakness relative to our brands or products
- Conceptualising and executing sales promotion schemes to increase the brand visibility
- Prepare management level reporting on the performance, needs and forecasts
- Supervising the performance of subordinates with key emphasis on achieving revenue targets
- Market research on new products, trends and movements

Organisational Experience

From October'2016 to February'2020 with Arabian Tours Services India Pvt Ltd, Kochi as Team Leader

- Deciding how to approach tasks and develop plans to accomplish them
- Overseeing all activities within a team
- Distributing information to team members
- Motivate and inspire team members
- Monitoring the daily report and the account management
- Sales visit on weekly basis for strong business relationship

From January'2014 to August'2016 with Alhind group of Companies, Thrissur branch as Senior Travel Co-ordinator

- Conduct digital marketing promotion to reach the business deals at the right place at right time
- Thorough study about the market/competitors on daily basis and prepare the final cost
- Email marketing, display advertisement on our deals and promotions
- Prepare and follow up the data management
- Finding and assuring the best service providers to the clients

- Find and Connect the best suppliers in the industry
- Supervise the day to day operations of the business
- Providing on the job training to the new employees and project students

From August'2012 to September'2013 with AlRais Travel and shipping agencies LLC-Dubai as Business Travel Consultant

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- Thorough knowledge about the travel technology support
 - Quick response on the service assistance
 - Keep strong business relationship with the clients or stakeholders
 - Effective time management and extent support
 - Negotiation on the business deals or agreements

From February'2010 to March'2012 with Akbar Online Booking Company Pvt Ltd, Kochi as Senior Travel co-ordinator

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- Extended support for the business partners, franchisees or agents
 - Promote the online business portal to maximum reach
 - Find active and inactive agents or associates
 - Provide training and development and help support to the users or registered agents
 - Clearing the disputes and issues through proper handling and necessary action

From June'2006 to April'2009 with Akbar Travels of India Pvt Ltd, Kochi as Travel Co-ordinator

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- Making travel arrangements on flights, accommodation etc. as per the customer's needs and preference
 - Finding the best available options to the customer
 - Attending and acquiring knowledge through training and development
 - Making achievements on target sales

Academic Details

- Post Graduate in Master in Tourism Management (MTM) in the year 2012 , from Indira Gandhi National Open University
- Graduate in B.com in the year 2005, from University of Calicut

Others:

- Certificate in Assistant Professor in Tourism Administration and Management – UGC/NET
- Certificate course in The fundamentals of Digital marketing from Google Digital Learning in the year 2020
- Advanced Diploma in Passenger handling from IATA-UFTAA Training Institute, Montreal Canada in the year 2006
- Certificate Course in Ms Office and Tally from Electronic corporation of India Limited in the year 2007

Personal Details

Age & Date of Birth: 35, 21-05-1985

Languages Known: English, Hindi and Malayalam

Hobbies and Interests: Reading, Writing, Singing, Travelling

Communication Address: House no-65/2793, Avenue-9, Cherupilli road, Kaloor, Ernakulam Dist-682017

Permanent Address: Pokkakkillath House, Nambazhikad Po, Mattom Via, Thrissur Dist-680602