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# COVER LETTER

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Hello,

I am presenting the cover letter first because I want to start on a humanist note.

**Please read this first.**

Be assured, **on the next page is an appealingly polished resume**. Like most other CVs, it is a fancy collection of formal corporate jargon and action verbs proclaiming largely unverifiable accomplishments in a vaguely accurate manner. In there, I oversell rare skills like **proficiency in Microsoft Word**.

This letter is not the place for a redundant overview of a dogmatic resume and copy-pasted aspirations. Here, I do not even intend to **boast using over-abused clichés** of being **a detail-oriented, results-driven, fast learning, problem-solver with a 'can-do attitude,' who works well independently and in teams**. No.

Here, I only describe myself as honestly as I can.

I am someone who:

- ✓ talks straighter than he walks,
- ✓ made more friends on a football field than in college classrooms,
- ✓ indulges in economics, psychology, and few other unrelated subjects,
- ✓ can deliver projects without needing constant supervision and follow-ups,
- ✓ has a good sense of humor, but occasionally, dangerously wrong timing,
- ✓ is good at creative writing, as must be embarrassingly evident from this letter. 😊

I compensate for my lack of natural talents with constant self-development, critical self-reflection, and very sincere focus.

I hope this helps you determine if I am a **suitable match culturally**. If not, then the contents of the next few pages should not matter.

**This letter is a humbler, more authentic, and better representation of me.**

**Frankly,  
Ata Khan**

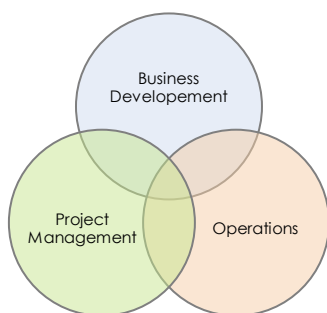
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# ATA KHAN

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+971527206366 | [ata\\_khan01@hotmail.com](mailto:ata_khan01@hotmail.com)

[linkedin.com/in/atakf/](https://www.linkedin.com/in/atakf/)



Areas of expertise: **Business Development, Project Management, and Supply Chain Management.** Also experienced in: **Account Management, Procurement, Strategic Planning, Trade Shows, Events Management, Workforce Management, and Retail operations.**

## WORK HISTORY

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### BUSINESS DEVELOPMENT MANAGER

*Al Hijn Petroleum and  
Technical Services*

2017 – Present

- **Drove demand generation and ensuring that business performance is delivered according to KPIs such as yearly sales, order intake, market shares, gross margin, sales margin and marketing ROI.**
- **Developed local go-to-market strategies (segmentation, targeting, positioning, portfolio definition, pricing, and promotion).**
- Generated new business ideas through independent scouting of internal and external sources, thus adding to the pipeline of unqualified business opportunities, which are out of scope for the existing business lines.

### OPERATIONS MANAGER

*Cool Shades*

2012 – 2016

- Responsible for three regional offices in Riyadh, Dammam and Madinah. Entrepreneurial ventures in construction and contracting.
- Shades product portfolio for application in automobiles, screen partitions, swimming pools, playgrounds, schools, etc. Also managed shelving and racking, fencing product portfolio.
- **Responsible for end to end management of installations worth \$4 million.**
- Procurement of raw materials from Germany, Italy, Malaysia, and South Africa. Negotiations with suppliers on rate, import fees and terms of business. Identifying vendors as per client specifications.
- Cost reduction through optimum use of manpower, machinery and materials. Weekly audit of quality standards of project.
- Weekly review with marketing team to review potential opportunities.
- Bidding as per tender specifications and delivering presentations.
- New product development, launched five products (PVC, Plastic Wood, K-Spam, Automatic Shades and Space Frames).
- Organizing promotional, sponsorship events (example: SABIC Exhibitions).

### BUSINESS DEVELOPMENT CONSULTANT

*MAI FMCG Retail*

2013 – 2015

- Built, executed, and optimized omni-channel communication strategies with prospects in various stages of the customer journey.
- Assisted with sales campaigns and events in conjunction with local and overseas partners.
- **Retail Analytics: Top selling items, top customers, customer baskets, category/brand performance, and region/store performance.**
- Participated in creating marketing strategies and omni-channel advertising campaigns with an emphasis on testing and data-driven optimization.

#### **BUSINESS DEVELOPMENT CONSULTANT**

*MAI Establishment*  
- Ticketing & Tourism  
- Cargo Division  
2012 – 2014

- **Developed new and prospective customers while maintaining existing accounts. Trained junior executives and in-house sales teams.**
- **Assisted Vice President of Business Development in the preparation and negotiation of bids & quotations with customers, suppliers and others.**
- Headed strategic marketing initiatives, product launches, and advertising.
- Expanded network by attending industry events, identifying and pursuing leads, and establishing rapport with prospects.

#### **BUSINESS DEVELOPMENT EXECUTIVE**

*MAI Computers and  
Electronics Retail*  
2009 – 2011

- **Market expansion planning: Developed a detailed business development plan and led the B2B sales funneling process.**
- Directed the B2B/B2C advertising strategies of the agency and clients.
- Handled prospecting; partnered with the sales team to strengthen relationships with key accounts and leverage cross-selling possibilities.

#### **SALES EXECUTIVE**

*Cool Shades*  
2007 – 2009

- Customer service and account management.
- Formulated a cross-channel brand strategy and go to market strategy.
- Also responsible for maintaining merchandise and inventory.
- **Surpassed sales target by 130%, bringing in \$1.5 million revenue.**
- Won key strategic accounts in Riyadh, Dammam and Madinah.
- **Key projects: Prince Mohammed University, NCB, and SAMBA.**
- **Accounts handled: Nissan, Toyota, and Mercedes.**

#### **COLUMNIST**

*Hydrogen Magazine*  
2006 - 2007

- Developed content related to youth and current affairs.
- Assisted and contributed to editorial responsibilities.

#### **SENIOR EVENT MANAGER**

*360 Degree Events*  
2002 – 2006

- Supervised and coordinated all aspects of event management.
- Assisted in budgeting, and reconciling, managed client relationships.
- **Most notable clients - Samsung, Sify, Lufthansa and Filmfare.**

## **EDUCATION**

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Bachelor of Engineering - Information Technology  
CBSE Boards

*Osmania University - 2006*  
*Deccan College of Engineering - 2001*