|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Sufaidh cherada**  Marketing and Sales Specialist Digital Marketing Expert   |  |  |  |  | | --- | --- | --- | --- | |  | +971 56 212 6544 |  | [sufaidhcherada@gmail.com](mailto:sufaidhcherada@gmail.com?subject=Walk-IN%20Interview%20-) | |  | Al Karama, Dubai |  | [Sufaidh Cherada](http://linkedin.com/in/sufaidh-cherada-000024) | |
| About me I’m confident in my skills which can be blend with my knowledge and enthusiastic approach towards modern marketing techniques and in my professional attitude. creative marketing skill, communication, presentation skill, customer rapport building abilities, digital marketing techniques and maintaining customer relationship qualities would bring us new businesses and good relationship networks. I love to interact with new people from different nations, languages, cultures and maintaining the relationship for the long run.  Social Medias are the best and refined platform to make understanding of the taste of customer community up to date.  I leaded a team for social media campaign for some automobile and restaurant brands in India. The campaign shown gross growth of 20+% than before in total business and showroom walk in count. It was not only just a campaign but also it brought referral businesses too. personal  |  |  |  | | --- | --- | --- | | Birthday | : | 8th Dec 1995 | | Marital Status | : | Single | | Nationality | : | Indian | | Languages | : | English, Hindi, Arabic |   Malayalam, Tamil |  | Career objective Looking forward to obtain a responsible position to acquiring new learnings, skills and knowledge in sales and marketing as well as special concentration in digital marketing. Where my creative marketing styles and skills, knowledge, experiences, business driven communication skills and professional attitude can be contributed towards both individual and organizational improvement. Professional experiences  |  | | --- | | **Project Leader - Social Media Marketing** |   **Beegains Technology Solutions LLP**  July 2020 – Present   * Planning and organizing of social media campaigns and events * Content writing for automobile journals and groups * Organizing the team, delegating tasks, and overseeing the entire project * Pay Per Click & SEM Campaigns * Creative Designing * Monitoring and evaluating team performance and activities * Collaboration with social media groups and media channels & * Paid & Non-Paid Facebook and Instagram campaigns  |  | | --- | | **Marketing Manager** |   **NEXA - AM Motors, Maruti Suzuki India Ltd.**  2018 – 2019   * I reduced the monthly marketing expenses with cost analysis, study and selection of resources and proper audit without any compromising quality of final result and output * Public relationship and rapport building * Creative designing for social media marketing and campaigns * Planning and directing day to day marketing events and activities * Organize customer meet ups and delight programs every month * Content writeups in newspaper for promoting product or organization & * Ensure team participation, evaluating and monitoring team performance and activities in marketing events and campaigns. |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal skills  |  | | --- | | Communication | | Creativity | | Teamwork | | Leadership | | Management |    Software Skills  |  | | --- | | Photoshop | | MS Excel | | MS Word | | MS Power Point | | MS Access |  Digital marketing Skills  |  | | --- | | Content Writing | | Facebook | | Instagram | | SEM | | Data Analytics |  Languages  |  | | --- | | English | | Tamil | | Hindi | | Malayalam | | Arabic |  hobbies & Interests   Cycling Photography Reading    Swimming Automotive Knowledge &  Skill Acquiring Reference **Seethy Farhaad** Marketing Head, AM Motors & Beegains Phone : +91 9072 571 006 Email : seethyfarhaad@ammotors.in |  | |  | | --- | | **Marketing and Operational Executive** |   **Arabco Logistics Pvt Ltd, Cochin, Kerala, India**  April 2018 – September 2018   * Sales and Marketing * Documentations * Logistics operations controlling * Communication and negotiation among international shipping companies. * IGM Consoling and customs clearance * Tax Invoicing for clients * Back end support for head office * Preparing financial documents  education  |  | | --- | | **Bachelor of Commerce (B.Com)** |   **University of Calicut**  2014 – 2017  Specialization: Computer Application  Year of completion: 2017 College: The B School International College, Kerala   |  | | --- | | **Dual Professional Diploma** |   **STED Council of India**  2017 – 2018   1. **Diploma in Logistics Supply Chain and Retail Management** 2. **Diploma in Shipping and Export Import Management**   Year of completion: 2018 College: London College of Business and Finance, Cochin, Kerala, India Awards and achievements  * Appreciated and recognized by Beegains Technology solutions LLP for showing best social media marketing team leader. * Chief coordinator of “Amaziah 2k17” All Kerala Inter-College management fest. * Best performer award from Hamza Anjumukkil, founder of Bridco & Britco Pvt. Ltd for best performer competition held at B School International College. * Management and Commerce Association secretary of The B School International College for the year 2016-17. * Best Manager Award from Royal Bridge International College  Projects  * “A Study on Customer Perception Towards Royal Enfield”-2017 * “A Study on Roll of The Freight Forwarders In International Business With Special Reference To Arabco Logistics, Cochin” -2018  Projects “I hereby declare that the information contained herein is true and correct to the best of my knowledge”  Sufaidh Cherada  (signature) |