



Mohammed Saif Ulla

Resourceful and innovative Project Coordinator with 4 years of expertise in business operations and resource management. Experienced in leading Field and Digital Marketing campaigns. Proficient in Managing of accounts on Social Media platforms.

WORK EXPERIENCE

Project Coordinator, Zaira Studio

Bengaluru, India • December 2019 — November 2021

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Directed shipping of products and managed inventory on a daily basis.
- Minimised process discrepancies by spearheading budget allocations, supervising staff, and supervising supply management.
- Boosted brand awareness and generated increased sales by being a sponsor member for Times business awards.
- Planned, implemented and tracked sales and marketing strategies to promote brand products.
- Coordinated meetings with celebrities and project members to increase overall reach of the company.
- Communicated with vendor representatives to resolve damaged shipments and item shortages.
- Supervised multiple projects from project start through delivery by prioritising needs and delegating assignments.
- Reported regularly to managers on project budget, progress and technical problems.

Junior Project Coordinator, Zaira Studio

Bangalore, India • December 2018 — November 2019

- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
- Planned and executed web, SEO, database marketing and social media advertising campaigns.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Increased company profits through performance optimization strategies and efficiency improvements.

Assistant Project Coordinator, Zaira Studio

Bengaluru, India • January 2017 — December 2018

- Organized logistics and materials for each meeting, arranged spaces and took detailed notes for later dissemination
- Coordinated presentations for customers and project members to detail project scope, progress and results.
- Effectively tracked project hours and expenses and ensured sales level agreements were maintained at all times.
- Collaborated with team members to help expand marketing channels.

PROFILE

📍 Dubai, United Arab Emirates

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🌐 [linkedin.com/in/mohammed-saif13](https://www.linkedin.com/in/mohammed-saif13)

SKILLS

Time Management

Teamwork

Leadership

Problem Solving

Flexibility

EDUCATION

Sikkim Manipal University

2018 — 2021

Bachelor of Business Administration

GPA: 7.38/10

Cathedral Composite Pre-University, Bengaluru

2014 — 2016

Pre-University

GPA: 61.5%/100%

HOBBIES

Running

Weight-Lifting

Football