

Mohammed Ashraf

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Professional Summary

Experienced Event Coordinator/Manager with over 17 years of vast and diversified experience. Skilled at consulting with clients, managing budgets, booking venues, promoting the event, and liaising with suppliers. Specialized in handling every aspect of trades, shows, conferences, business meetings, weddings, and parties from meeting with the clients to discuss requirements to evaluation. Proficient at contacting and securing key speakers, ensuring that health and legal regulations are respected, organizing facilities and hiring third-party service providers. Proven history of successful execution in complex, multi-faceted, highly competitive environments. Looking forward to leveraging my strong creative thinking, key account management, event management, stakeholder management, volunteer management, project management and collaboration skills to exceed organizational goals.

Skills & Core Competencies

Strategic Leadership	Key Account Management	Client Relationship Management
Time Management	Event Management	Customer Service Trade Shows
Task Management	Stakeholder Management	Operations Management
Creative Thinking	Volunteer Management	Business Development
Critical Thinking	Strategic Communications	Office Administration
Collaboration	Vendor Management	Hospitality Management
Conflict Resolution	Project Management	Budget & Change Management

Professional Experience

Al Bader Exhibition Organizers – Dubai, UAE Event Coordinator/Manager

[2008 – Present]

- Corresponded with project management of a wide range of events and exhibitions throughout the UAE, in a variety of venues.
- Facilitated with covering events from a variety of industry verticals – weddings, fashion, jewellery, and beauty.
- Formulated with management and motivation of internal team of 15.
- Collaborated with monitoring and allocating teams workloads.
- Developed with conducting team's appraisals and staff evaluations.
- Implemented work allocation for team and contractors for events and exhibitions.
- Developed with training of departmental staff and external temporary employees.
- Negotiated the contract between exhibitor and the organizer.
- Produced detailed proposals for events e.g., timelines, venues, suppliers, legal obligations, staffing and budgets.
- Coordinated and managing of venue management, caterers, stand designers, contractors and equipment hire.
- Collaborated with management and coordination on the day of the event - handling client queries and troubleshooting exhibitor and visitor problems.
- Overseeing the dismantling and removal of the event, and clearing the venue efficiently.
- Performed with marketing and selling exhibition stand to achieve predetermined sales targets.

- Facilitated with Identifying prospective clients by analyzing market and trends.
- Responsible for sourcing and attracting event sponsors.
- Responsible for the design and production of tickets, posters, catalogues, delegate packs and other brochures.
- Involved in the advertising and publicity for the events (print & audio-visual design, PR).
- Handled all media related works such as advertising in different media - TV, print ads (news-papers and magazines), billboards & signboards, radio ads.
- Collaborated with managing and coordinating all printing - flyers, brochures, catalogues invitations etc.
- Responsible for the follow-up/collection of payment from the exhibitors.
- Coordinated with accounts department for the exhibitor's accounts.
- Communicated with suppliers, vendors, agencies, designers, programmers, sales and marketing, public relations, information technology, finance and commercial.
- Attended conferences, seminars and exhibitions as a company representative.

Al Bader Exhibition Organizers – Dubai, UAE
Senior Accountant

[2004 – 2008]

- Corresponded to maintain accounts receivable & payable, ledgers, ensure and verify the balance of the books of accounts.
- Facilitated to prepare statement of account, fully reconciled & supported with relevant and original approved documents.
- Formulated with preparation of periodical financial reports (Trial balance, profit and loss A/c and balance sheet) as per manager requirement.
- Ensured prior approvals for all type of payments like, advance, utilities, rent, fuel, suppliers & other cheque, etc.
- Prepared payroll: checking time sheet and preparing individual and consolidated payroll sheet based on monthly attendance report.
- Performed bank reconciliation and reconciliation of debtors and creditors.

Eniac Systems - India
IT Assistant Manager

[2003 – 2004]

- Oversaw installation of operating systems and application software on Windows.
- Handled the installation, configuration and troubleshooting of Windows 2000 / Win XP.
- Set up and maintained Windows Workgroup with Win XP.

Professional Certifications

- Cisco Certified Network Associate (C.C.N.A) – 2004.
- Microsoft Certified Professional (M.C.P) – 2004.

Education

- Bachelors of Business Management [2003] from Mangalore University – India.

Language

- English, Hindi, Malayalam, Kannada and Arabic.