



ANUM RAUF

ASSISTANT MANAGER / SALES EXECUTIVE

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HIGHLIGHT

A highly experienced professional in sales & marketing, business development, project management, brand development and Team building with almost 5+ Years of experience working in the industry currently looking for new opportunities in UAE.

SKILLS

MS Office Suite
CRM – Sale Force
Brand building
Social Media Marketing
Email Marketing
Conflict Resolution
Campaign Management
Project Management
Public Speaking
Workflow Management
Team building

EXPERIENCE

SQUARE YARDS REAL ESTATE –PORT FOLIO MANAGER DUBAI, UAE. JULY 2020 – PRESENT

- Establishing, Maintaining And Expanding The Company's Client Base
- Management & development of the dealer network in assigned territory including prospecting, establishing new dealers, scheduling meetings and developing presentations.
- Focusing on latest developing projects together with generating new business in this sector.
- Responsible For Cultivating Increased Business Opportunities Through Various Routes To Market, Ensuring That All 'Soft' Kpis (Calls And Meetings) Of The Team Are Met.
- Meeting The Revenue Targets Assigned On A Monthly/Quarterly/Annual Basis.

AL-ZAMUR REAL ESTATE - ASSISTANT SALES MANAGER

• DUBAI, UAE • MARCH 2020 – APRIL 2020

- Management & development of the dealer network in assigned territory including prospecting, establishing new dealers, scheduling meetings and developing presentations.
- Analyze and determine new sales potentials and provide products in early phase together with dealer details.
- Creating quarterly and annual action plans based upon opportunities within the territory.
- Focusing on latest developing projects together with generating new business in this sector.



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ZAMEEN.COM

Business Development Associate

20th September 2019 – 20th Feb 2020

- Establishing, Maintaining And Expanding The Company's Client Base
- Developing/Implementing Sales Strategies And Conducting Analyses Of Sales Activities Against Set Goals
- Analyzing Sales Figures; Assisting In Developing A Long-Term, Sustainable Business Model
- Fostering Long-Term Strategic Partnerships With Clients Through Superior Customer Services
- Responsible For Cultivating Increased Business Opportunities Through Various Routes To Market, Ensuring That All 'Soft' Kpis (Calls And Meetings) Of The Team Are Met
- Meeting The Revenue Targets Assigned On A Monthly/Quarterly/Annual Basis
- Discovering New Customer Leads By Identifying New Markets And Customer Segments, And Managing/Coaching The Assigned Team

IMTIAZ SUPER MARKET (PVT) LTD

ASSISTANT MANAGER • CATEGORY SPECIALIST

• KARACHI, PAKISTAN • AUG 2018 – AUGUST 2019

- Responsible for contractual negotiations, smooth execution of operations as per the contract.
- Nationwide inbound and outbound coordination.
- Analysis and resolution of all type of internal and external conflicts, sale, purchase and rebate analyst.
- Responsible for relationship building with clients a healthy and ongoing relations with the client.

ASSISTANT MANAGER SALES • PAFL

• KARACHI, PAKISTAN • JAN 2018 – JULY 2018

- Responsible for entire Sales Operations of PAFL in Karachi, arranging BTL & ATL activities for the promotion of the company.
- Responsible for relationship building with clients and reporting related to my domain in the department and the management of the company in UAE.
- Arranging appointments, providing training on new products, maintaining record of sales and potential clients.
- Setting milestones, writing sales pitch and meeting target for the team.



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BUSINESS DEVELOPMENT EXECUTIVE • EVENT MERCHANTS

• KARACHI, PAKISTAN • NOV 2016 – DEC 2017

- Responsible for coordination, pitching and relationship building with foreign clients all over the world through digital medium.

ASSOCIATE SALES • MULTINET PAKISTAN PRIVATE LIMITED

• KARACHI, PAKISTAN • DEC 2015– AUG 2016

- Responsible for entire Sales Operations of PAFL in Karachi, arranging BTL & ATL activities for the promotion of the company. Responsible for relationship building with clients and reporting related to my domain in the department and the management of the company in UAE.

EDUCATION

BACHELORS OF BUSINESS ADMINISTRATION (BBA HR / MARKETING)

• AUG 2017 • INDUS UNIVERSITY, KARACHI, PAKISTAN

Graduated in Business administration with exceptional Final year project.

HSCC • 2013 • GOV DEGREE MALIR CANTT COLLEGE.

Intermediate education – Public speaking, debate competition.

VOLUNTEER EXPERIENCE OR LEADERSHIP

Asia Pacific Future Leader Conference 2017, Kuala Lumpur, Malaysia. (APFLC 2017)

Won the medal for Best Real-time Future Project Award out of 300+ students from 30+ different Countries.



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