



# MUHAMMAD FARHAN

Business Development and Relationship Manager

## About Me

**Career Objective:** Results-driven International Sales Manager with expertise in expanding global markets and driving revenue growth. Skilled in building strong client relationships and leading cross-cultural teams to exceed sales targets. Seeking to leverage international business acumen and strategic sales planning to contribute to a dynamic organization's global success.

## My Contact

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📍 Berlin-Germany

in Muhammad Farhan

## Education

- Msc Digital Marketing from Germany
- Masters in Business and Economics
- Bachelors in Business

## Skill

- People oriented & self-motivated
- Professional approach Team Management
- Plans and work effectively Work well under pressure to meet deadline.
- Fully command in Artificial Intelligence AI,
- MS Word, Excel, and power point.

## Achievements

- Increased sales by 50% while reducing costs by 30%, leading to business exponential growth.
- Team automation and staff training.
- Star Award best quality sales Built and nurtured key client relationships and archived 30% cross selling target.

## Certifications

- Project & Product Management
- Digital Money
- Business Communication
- Software Engineering
- Digital Advertising Fundamentals
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics Essentials
- Pay-Per-Click Advertising (PPC)

## Languages

- English
- German
- Hindi & Urdu

## Professional Experience

### Hotel Adagio Germany

Corporate Relationship Manager (2023 - Present)

- Key responsibilities:
- Sales & Partnership Development: Drive revenue growth by establishing and nurturing strategic partnerships
  - Develop and execute sales strategies to attract new clients and negotiate mutually beneficial agreements.
  - Serve as the primary liaison between the company and partnered hotels.
  - Foster strong relationships, address concerns, and ensure high levels of client satisfaction by delivering exceptional service and support.
  - Manage a portfolio of hotel accounts, overseeing their performance, ensuring contract compliance, and identifying opportunities for growth.
  - Collaborate cross-functionally to optimize services and solutions for partners.
  - Identify market trends, competitor activities, and business opportunities within the hotel industry.

### ILINK Pvt Ltd

Manager Digital Partnership (2020 - 2022)

- Key responsibilities:
- Build and maintain strong relationships with existing & new customers by visiting them.
  - Contacting potential corporate clients to establish rapport and arrange meetings.
  - Prospect and identify & capitalize new business initiatives/leads for Digital payments.
  - Review, and analyze transactional data on a weekly and monthly basis. Prepare customized business proposals according to the customer requirements.
  - Manage business initiatives with FinTechs, billing companies, and new business ventures.

### Al-Meezan Investment Group

Senior Sales Manager (2019-2020)

### Foundation Securities

Sales Executive (2015-2019)

### United Bank Limited

Sales and Service Specialist (2008-2015)