

Curriculum Vitae



SAMEER SALIM

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OBJECTIVE:

An enthusiastic professional, who enjoys being the part of a successful and productive team, quick to grasp new ideas and concept to develop innovative and creative solutions to problems in order to face challenging time ahead.

AREAS OF EXPERTISE

- Sales & Marketing
- Merchandising
- Customer Support

SUMMARY:

- Overall 09 years of experience in Sales & Marketing, Merchandising, and customer support.
- 07Yrs of experience as Sales Man in LULU Sharjah & Northern Emirates area.

EMPLOYMENT HISTORY:

Lebanese Fruit Company LLC (Lifco Group of Companies), Sharjah, U.A.E.
(Dealers/Distributors of major FMCG international brands)

Sales Representative (2014 to present)

Nature of Work

- Sales and Marketing of FMCG Products in my assigned outlet and meet the targets
- Track and manage sales margins by account, and brand on a daily basis.
- Develop, budget, and implement marketing programs as per the instructions from the Sales Supervisors.
- Managing stock level in the outlets
- Ensuring Stock Brand Visibility
- Responsible for winning new business and new customers
- Ensuring excellent customer service according to the needs of assigned outlets
- Managing all the creations - Credit Notes – Deliveries – Reorders.

- Planning all the promotions for all region by client and month to achieve the individual target

Lebanese Fruit Company LLC (Lifco Group of Companies), Sharjah, U.A.E.
(Dealers/Distributors of major FMCG international brands)

Merchandiser (2012 to 2014)

Nature of Work

- Priority in first in first out system (FIFO)
- Fill in the mass display if necessary
- Follow the existing business plan of the company
- Report to superior the stocks that need for immediate delivery
- Perform daily report to avoid shortage of stocks
- Make sure all items have shelf label
- Make sure all designated outlets are visited & well display
- Keep those damaged and expired item for return (GRV)
- Giving proposal for various promotional activities according to the market situation
- Assisting customer needs.
- Participate in the monthly store stocking.
- Ensure proper hygiene is observed in the area.
- Promote the best value of the product for selling
- Prepare the customers orders and delivery arrangements.
- Participate in events like Spinneys Cup, School Event, Queens Day, Orange Party, School Events Etc.

EDUCATIONAL QUALIFICATIONS:

- **Higher Secondary School Leaving Certificate (Government of Kerala)**
- **Secondary School Leaving Certificate (Government of Kerala)**

PERSONAL INFORMATION:

Date of Birth : 10th April 1988
 Place of Birth : Kerala, India
 Languages Known : English, Hindi and Malayalam
 Nationality : Indian
 Religion : Islam
 Gender : Male
 Marital Status : Married
 Passport Details : R 8084894

Licence (UAE) : 3359318
Visa Status : Employment (Transferable)

DECLARATION:

I consider myself familiar with Sales and Marketing aspects and strategies and I am also confident of my ability to work in a team.

I hereby declare that the information provided is true to the best of my knowledge

Place: Sharjah
Date:

SAMEER SALIM