

OMAR SHOAIIB

Tel: +971 55 1012136
Email: omarshoaib@yahoo.com
Address: International City, Dubai
Driving License: LMV-UAE



Profile Summary:

Graduate with master's degree in Business Administration, major in Marketing.
Extensive Experience of Sales & Marketing in FMCG Retail & HORECA division.

CAREER OBJECTIVE:

To join progressive organization where I can generate dynamic results by utilizing my Selling and Marketing skills while making significant contribution to the development of my workplace.

EXPERIENCE:

Senior Sales Executive (HORECA)
La Marquise International (A member of Bu Haleeba Group) (Feb 2020 – Till Date)

Key Responsibilities:

- Looking Sales operations of Food & Beverages and Equipment
- Handling Key Accounts including Hotels, Restaurant Management Companies, Gelateria, Chocolatier, Cafes, Catering Division.
- Handling an extensive product portfolio of 1000 plus SKU's in different categories like FnB, Gelato, Pastry, Bakery and Chocolate Production.
- Selling Key Brands like Maison Routin 1883, One & Only, Pellini, Baker & Baker, Monbana, FRUFFI, MEC3, MIA, BakeMark, La Cimbali, Merry Chef, WMF
- Generating Sales by Marketing new Customers and making a profitable relationship with all customers.
- Grew business by adding more than 15 Key Accounts generating an added 25 % sales a month.
- Providing Demonstration of New Products and Recipes to the Clients
- Responsible for new business and meeting company targets by introducing the company's product range to existing and new clients.
- Ensure prompt service and efficient follow-up with clients for their requirements.
- Focus on increasing the sales and supervise the sales process by follow up on orders, LPO's and deliveries
- Payments follow up and collections as per credit policy.
- Develop and maintain dynamic working relationship with customers by meeting their needs with appropriate products and services.
- Preparing daily sales report and weekly & monthly plan and achieve the target as per daily MTD

Sales Executive (MODERN TRADE & HORECA)
Al Mulla Converting Industries (A member of Al Mulla Group)

(Feb 2016 – Jan 2020)

Key Responsibilities:

- Looking sales operations for **MODERN TRADE & HORECA** customers in UAE
- **Handling HORECA SALES (Hotels, Restaurant/Café & Catering Division)**
- **Handling Key accounts of Hyper Markets (Carrefour, Union CO-OP, LuLu Hyper)**
- Supervising Team of members including Merchandisers & Van Salesmen
- Help, drive, motivate and encourage retail sales staff to achieve sales targets
- Dealing with Rentals, Listing Product and Displaying Products
- Ensure Promotions are accurate and in tune company's standards
- Identify Market Trends that appeal to customers
- Generating Sales by Marketing new Customers
- Achieving aggregate sales targets and individual sales target.
- Study Market Research and Trends to determine consumer demand, potential sales volume and effect of competitor's operations on sales
- Ensure prompt service and efficient follow-up with clients for their requirements.
- Payments Follow up and Collections as per credit policy
- Client Retention and After Sale Services

Sales Representative (HORECA)
Modern General Trading L.L.C (Dubai, UAE)

(Nov 2013 – Dec 2015)

Key Responsibilities:

- HORECA Sales of Food & Beverages
- Handling Sales of Five Star Hotels and Restaurant Management Companies such as Marriott Hotels, Jumairah Group, InterContinental Hotels Group, Accor Group, Fortune Group of Hotels and Catering Division.
- Handling an extensive product portfolio of 2000 plus SKU's in different categories like Dairy,
- Culinary, Asian, Sea Food, Japanese's Food, Bakery & Pastries, Proteins, Mediterranean and Beverages.
- Selling Key Brands like Bega, Happy Cow, SIS, Ravi Fruit, Zeelandia, Langnese, Carma and Gerolsteiner.
- Generating Sales by Marketing new Customers and making a profitable relationship with all customers.
- Grew business from 60 accounts to 100 plus major accounts generating an added 400k a month.
- Responsible for new business and meeting company targets by introducing the company's product range to existing and new clients.
- Ensure prompt service and efficient follow-up with clients for their requirements.
- Payments follow up and collections as per credit policy.
- Develop and maintain dynamic working relationship with customers by meeting their needs with appropriate products and services.
- Frequent visit to customers to inform about new offers & Product Information.
- Client Retention
- After sales Service

ACADEMIC QUALIFICATION:

- Master of Business Administration (**MBA Marketing**) 2012
- Bachelor's in commerce (**B.COM**) 2007

PROFESSIONAL TRAININGS AND CERTIFICATES:

- Training Program on Power of Branding (SMEDA)
- One Month Training Course in Office Automation (Directorate of Workers Education Pakistan)

COMPUTER SKILLS

CRM, EPICOR, WORD, EXCEL, POWER POINT

SKILLS AND INTERESTS:

- Excellent communication and interpersonal skills
- Efficient in selling products, ideas and services
- Team Leadership
- Highly self-motivated and resourceful Team player
- Persuasive with strong presentation skills
- Strong problem-solving skills
- An objective oriented approach towards performance

PRODUCT TRAININGS:



PERSONAL DETAILS:

- Father's Name: Muhammad Shoaib
- Date of Birth: July 10, 1986
- Passport: DA5197283
- Marital Status: Married
- Religion: Islam
- Nationality: Pakistani