



## CURRICULUM VITAE

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### **Summary:**

- Market products by developing and implementing marketing and advertising Campaigns, tracking sales data, developing trust relationships with a portfolio of major clients maintaining, promotional materials and Trade shows; maintaining databases; revenue generation.

### **Work Experience: UAE**

- Name of the company: **ASCEND ACCESS SCAFFOLDING SYSTEM.**
- Designation : **SALES SUPERVISOR INTERNATIONAL DIVISION  
GCC, MIDDLE EAST & MENA REGION.**
- Period : **2020-2021.**

### **Work Experience: UAE**

- Name of the company: **ETISALAT.**
- Designation : **SALES ACCOUNTS MANAGEMENT TEAM SMB OB  
AJMAN.**
- Period : **2016-2020.**

### **Work Experience: INDIA**

- Name of the company: **PHILIPS ELECTRONICS INDIA LTD.**
- Designation : **SALES EXECUTIVE B2B)–  
MODERN TRADE SALES EXECUTIVE (CLS)-A. P/TS. HYD (INDIA).**
- Period : **2010– 2016**

### **Work Experience: INDIA**

- Name of the company: **MS Education Institution**
- Designation : **Marketing In charge & Jr. Accountant**
- Period : **2007 – 2009**

### **Qualified Degree:**

- Post graduate degree in Management (FINANCE - MARKETING) and Commerce Graduate, preferably Degree in Computer.

### **Interest of Work:**

**MOD Modern Trade / Corporate Sales B2B / Key Account manager /  
Sales Accounts Manager/Sales Executive / Customer Relationship Manager.**

### **Roles and Responsibilities in Ascend:**

- Visiting potential customers for new business.
- Handling aluminum scaffolding, ladders and steel and indoor outdoor furniture.
- Building rapport with dealer's network in GCC nations which involve frequent travel to Kuwait, Saudi, Oman and Bahrain.
- Meeting all potential traders, stockiest in UAE & Other GCC Market.
- Identifying business opportunities by identifying prospects and evaluating their position in the industry, researching and analyzing the sale options.
- Responsible for the management, administration, and supervision of the company's acquisition / Tender/ RFP programs.
- Identifying the procurement needs of an organization, reviewing purchase requisitions, awarding supplier tenders and supervising the performance of contractors.
- Invites suppliers to submit their bids along with price proposals.
- Collaborate with other purchasing specialists in the procurement department to examine the bids and select the most competitive supplier.
- Meetings with Architects, Interior Designer, Consultants, Interior Decorators, School, Colleges, Universities, Restaurant, Hotels, Etc. to promote and sell commercial and office furniture

### **Roles and Responsibilities in ETISALAT:**



- To achieve individual and team margin targets.
- Biz sims, Biz landline, SAAS products, CCTV cameras, Payment Gateways, Digital products Etc.
- Acquiring a thorough understanding of key customer needs and requirements.
- Expanding the relationships with existing customers by continuously proposing solutions that meet their objectives
- To develop existing client base and introduce new clients to the base.
- Retain churning or churned customers.
- Provide input for marketing of products and input into the strategy used to promote and sell through any product.
- Main goal is to contribute in sustaining and growing business to achieve long term success.
- Responsible for obtaining and maintaining long term key customers.  
Promoted the sale of Etisalat by advising potential customers of special offers and incentives.
- Converted 90% of phone calls into upgraded services.
- Trained new employees on phone etiquette, company policies, and sales and closing tactics.

### **Roles and Responsibilities in PHILIPS:**

- Getting Business from Existing Dealers and Franchisees.
- Appointing New Dealers and Franchisees to open Account.
- Reaching Targets, Monthly/Quarterly/Annually as per Company (M.D) Given.
- Handling DM, TL, and sales team of Promoters at Dealers point as well at retail point.
- Responsible for sales Targets are achieved by Promoters.
- Motivation to sale Team.
- Maintaining Good relations with Dealers and Franchisees.

**PHILIPS**

Philips Electronics  
India Ltd.

- Handling Operations of the stores according to the SOP and generating business of the stores.
- Managing a team of 200 members in sales and service operations and building a cohesive (strong) membership towards common goals and shared vision.
- Conducting monthly operational audits and ensuring quality and quantity of all retail outlets.
- Responsible for the achievement of the profitability of Branch.
- Inventory management through Retail Software, maintaining the proper inventory at outlet and warehouse level to control the working capital.



### **B2B Responsibilities in PHILIPS:**

- Mirror of the organization Communication should be perfect with the Vendor and vendor's partner.
- Taking prior appointments with purchase head/ Buyer/Procurement Head in concern Company.
- Showing required products according to budget and requirement of Client.
- Share products Softcopy to Client for references along with best price for closing an order.
- If the Client is satisfied with the product and Budget as per their concern
- Should follow up on time to time basis until the Client raise PO.
- Once the PO is raised that opts to delivery. I need to have all vendor details to my finance department and create Code for Client, Daily follow up for payment received POD.
- Daily 3 Calls Max. ETC.



### **Responsibilities in MS Education:**

- Collection of Fee Accounts. Managing Stock report
- Post and process making Journal entries to ensure all business transactions are recorded
- Update accounts receivable or payables and issue invoices.
- Assisting in processing of balance sheet.
- Update the financial data base to make sure info is accurate and immediately available when needed.
- Assist senior Accountant in preparing monthly /yearly Closings.
- Making & Handling area daily wise area advertising/campaigning reports.
- Briefing advertising/Activation/Events team daily and follow-up of sales closing leads.

### **Technical Skills:**

- MS-Office, XL, Power Point. Tally, EPR, CIM, ECCF, CIM.S

### **About Myself:**

- Patience, Flexible.
- Able to Work independently and efficiently to meet deadlines.
- Self-motivated detail-oriented and organized, Adaptable to environment.

**AYESHA KHANAM.**