

# SHAN IBRAHIM

## MARKETING & SALES PROFESSIONAL

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### PROFESSIONAL SUMMARY

Seasoned, Multi-faceted Marketing and Sales Professional with 14+ Years of extensive experience in managing major accounts, expanding market share, and propelling revenue growth across diverse business verticals in Middle East & Africa region. Builds relationships with key stakeholders, delivering solutions in alignment with business needs and market demands. Exceptional ability to deal with complex situations and manage multiple priorities while working under tight deadlines. Looking forward to leveraging my strong Leadership and Prioritization skills to exceed organizational goals.

### SKILLS AND CORE COMPETENCIES

Market Research & Analysis	Vendor Management	New Business Development
Branding & Re Branding	Market Strategy	Leadership skill
Business Analysis	Strategic Planning	Analytical Skills
Budget Management	Sales Promotional Activities	Critical thinking & Problem Solving
Project Management	Social Media Marketing	Communication Skill
Contract Negotiations	Sales Operations Management	Adaptability
Sales Forecasting	Key Account Management -HORECA	Time Management
Team Management	Stakeholder Management	Conflict Management

### PROFESSIONAL EXPERIENCE

#### HERFY FOODS || Asst. Manager- Marketing Operations- |Riyadh, Saudi Arabia

Aug 2021 – May 2022

- Assists in Development of Marketing Campaigns in support of SMB and mid-market channels- HORECA
- Maintained Strategic relationships with Hyper Markets, Compounds, Hotels and Coffee shops.
- Developed a comprehensive market acquisition strategy across social medias resulting in new leads & Conversion.
- Organize Seasonal Events, Trade Shows. Photoshoots for Marketing collaterals and for online marketing & Promotions.
- Developing Market strategies like Advertising, Pricing, Product launching, Promotions. Preparing and fixing annual Budgets.
- Regular evaluation of projects using relevant KPI's and feedback from the customers and End Users.
- Compile and maintain competitor Analysis, Market Analysis, Consumer insight analysis and SWOT
- Created A/B testing platform on Facebook ad copy leading to an improvement in **ROI 10 %**.

#### PEARL INDUSTRIES ||Beverage Industry | Asst. Marketing & Sales Manager | Lubumbashi,

Mar 2019 - June 2021

- **Accomplished 25%** increase in annual sales revenue, through new client acquisitions, by forging trust-based relationships with existing customers, leading to higher client retention and continued revenue flow.
- Orchestrated all facets of business operations – including sales & marketing, service delivery, operations, and team management, in compliance with consistent business practices, company policies & procedures.
- Create Opportunities, build competitive sales and marketing strategies in mid marketing channels & HORECA.
- Engaged in timely & accurate sales forecast, consistently delivering quarterly P/L and revenue objectives.
- Plan and executed Advertising in Print medias and Digital medias thereby high rate of conversion & improved ROI.
- Fueled distribution channel growth by strengthening relationships with key channel partners.
- Conducted in-depth market research, analysis and executed marketing programs resulting in increased brand visibility.
- Fostered strong team engagement and cultivated a transparent work culture resulting in high productivity levels.
- Navigated Key account management activities of high value clients, resulting in incremental revenue generation whilst maintaining healthy profit margins.
- Prepared, scheduled and rolled out training, coaching, & mentoring sessions for the team leading to continued talent development and improved employee engagement.

**AMAN Building Solutions LLC | Sr. Product Executive | Salalah, Oman -****May 2017 - Feb 2019**

- Closed 1M Omani Riyal contract from a reputed hotel chain, through timely follow-up and continued relationship building.
- Undertook trading of Building Materials catering to varied Projects and Dealers.
- Crafted and developed business strategy through identification of new Sales leads and market opportunities, along with implementing continuous process improvement initiatives leading to sustainable business growth.
- Developed and implemented aggressive sales campaigns by gathering market trends, resulting in 10% increase in market penetration/quota.
- Regulated and streamlined customer management databases, along with tracking lead to sales conversion statistics.

**NOVA PRODUCTS SARL- Mineral Water, | Asst. Brand Manager | DRC -****Jun 2014 - Jan 2017**

- Developed and implemented aggressive sales campaigns by gathering market trends, resulting in 10% increase in market penetration/quota
- Managed 4 seasonal marketing campaigns and production budgets that boosted sales by 50%.
- Monitored and assessed competitors by gathering current marketplace information on pricing, products, new services, delivery schedules, and market trends.
- Enhanced distribution channel growth by harmonizing with existing channel partners and on-boarding new ones.
- Maintained sales volumes, product mixes and selling prices, basis supply & demand and changing market trends.
- Delivered sales presentations to maximize client outreach, improve business potential & enhance sales volume.
- Assisted with of brand positioning brand architecture competitive assessments customer segmentation solution brands and building on brand equity or specialized area
- Developed innovative merchandising strategy to differentiate the brand from our competitors that increased retail by 30%.
- Oversaw branding via promotional events and client engagement initiatives like Exhibitions, tradeshow & Customer Meets.

**Terrazzo LLC | Sales & Marketing Executive | Doha, Qatar -****Nov 2011 - Jan 2014**

- Led marketing plans, corporate communications, and awareness campaigns for increased visibility & brand recall.
- Analyzed Brand attributes, market trends & intelligence for marketing solutions resulting in brand awareness.
- Launched a combined division of Natural stones & GRC in Qatar, generating revenue of 2M QAR in the first year.
- Oversaw branding via promotional events and client engagement initiatives like Exhibitions & Customer Meets.

**ETA Star Cement | Projects Exploration Coordinator | Dubai, UAE & Africa -****Nov 2007 - Mar 2010**

- Spearheaded the total life cycle logistics support for assigned systems, integrating separate functions of supply, maintenance, procurement, and quality assurance into logistics activities.
- Boosted sales volume for 3 consecutive years in North African Region( Sudan, Ethiopia, Djibouti?), by retaining existing customers and onboarding new clients.
- Handled end-to-end order shipment, from suppliers to customer's warehouse.
- Collaborated with suppliers, customers, and freight forwarder to optimize logistics functions.

**TRAINING & CERTIFICATIONS**

- Digital Marketing & Social Media Marketing Fundamentals Training & Certifications – Simpli Learn & Google
- Certified Market Research Analyst | IIPMR | Chennai, India

**EDUCATIONAL ATTAINMENT**

- Bachelors in Business Administration (BBA) | Kerala University - 2001 – 2004

**KNOWN LANGUAGES**

ENGLISH

MALAYALAM

TAMIL

HINDI SWAHILI- BEGINNER