



RAHEEL LATHEEF BDM FMCG

FOOD SERVICE MODERN TRADE HORECA KEY ACCOUNTS TELECOMMUNICATION

Profile

Dynamic and results-oriented Sales Professional with over 7 years of versatile experience spanning telecommunication and FMCG industries. Proven expertise in exceeding sales targets, driving revenue growth, and fostering exceptional client relationships. Skilled team leader with a track record of mentoring and motivating sales teams to achieve and surpass collective objectives. Adept at strategic planning, market analysis, and product positioning to unlock business potential. Known for adaptability, proactive problem-solving, and delivering consistent performance in competitive, fast-paced environments. Passionate about driving business success and creating long-term value.



Residence Visa (raised in UAE)



UAE driving license (own car)



+971 55 876 9700



raheelatheef2@gmail.com

Education

Al Khawarizmi College

ADU, Alain

BACHELOR OF BUSINESS ADMINISTRATION
IBM AND SPECIALIZED IN MARKETING

2017 – 2021

Indian School Alain, Abu Dhabi

High school

KG-12th (2017)

Expertise

- Sales & Business Development
- Team Leadership
- Microsoft Office Suite
- Advanced Excel Skills
- Government Documentation & Compliance (UAE)
- Knowledge of **TDRA** regulations and policies
- Customer Relationship Management (CRM)
- Strategic Planning
- Market Analysis
- Communication & Interpersonal Skills
- Negotiation Skills
- Data-Driven Decision Making
- Adaptability & Resilience
- Time Management
- Problem-Solving
- Client Relationship Management
- Target Achievement
- Training & Development
- Team Motivation
- Upselling & Cross-Selling
- Revenue Growth Strategies
- Performance Monitoring
- Collaboration & Teamwork
- Portfolio maker
- Presentation Skills

2021

–
Present

Industrial Work Exposure



Brands Managed



Markets collaborated



Etisalat (by e&) Abudhabi, UAE

Sales team leader

- **Sales Excellence:** Consistently ranked among the top 10 sales executives in the UAE, surpassing monthly sales and revenue targets by leveraging advanced sales strategies and a deep understanding of market dynamics.
- **Client Relationship Management:** Successfully managed and nurtured a diverse portfolio of high-value clients, resulting in significant revenue growth and a 25% improvement in customer retention through tailored upselling and cross-selling techniques.
- **Strategic Leadership:** Directed and mentored a team of sales professionals, fostering a high-performance culture by implementing training programs, setting clear KPIs, and driving accountability to meet organizational objectives.
- **Process Optimization:** Collaborated with cross-functional teams to streamline sales workflows, analyze market trends, and develop innovative telecommunications solutions that addressed specific customer needs.
- **Data-Driven Decision Making:** Expertly utilized CRM tools such as Salesforce to monitor key sales metrics, analyze lead conversion rates, and maintain a customer satisfaction rate of 90% or higher.
- **Market Penetration:** Spearheaded initiatives to identify untapped market opportunities, resulting in a 15% increase in new customer acquisition within the first year.
- **Conflict Resolution:** Addressed escalated customer issues with professionalism, ensuring swift resolution and long-term client loyalty.

Key Achievements

- Ranked as best BDM officer for three consecutive years.
- Increased sales revenue by 20% in a competitive market.
- Received certificates for performance and in many skill developing activities.
- Successfully launched and managed UAE's first B2B platform during the pandemic.
- Expanded key accounts portfolio by 30+ new clients.
- Received Certificates for Content Creations and branding Ideas.

2019

-

2021

volunteer Experience

- Active member in Vibes events volunteering worked as photographer.
- Actively participated many volunteering activities in Abu Dhabi for Seha. Adnoc & IFA

2019

-

2019

Extracurricular

- E-commerce selling with Amazon, Shopify, Social media
- Photography
- Photo Editing and Retouching
- Professional Video Editing
- Portfolio Design
- Web Designing
- Social Media Marketing
- YouTube Channel Automation
- Creative Content Creation
- Adobe Photoshop and Lightroom
- Blog and Website Management

2017

-

2019

Language

English Malayalam
Arabic Hindi

References

Available upon request.

Conektr technologies LLC

Key accounts supervisor

- Launched and grew the company's **first B2B business** in New Dubai during the COVID-19 pandemic.
- **Generated leads** and built a strong client portfolio in the consumer goods sector, **HORECA** channel, including food items and cigarettes.
- Managed accounts and maintained **long-term client relationships**, ensuring satisfaction and repeat business.
- Progressed from **Sales Executive** to **Supervisor**, overseeing team operations and driving sales growth.
- Collaborated with internal teams to optimize **sales processes** and improve customer acquisition.

Tabak Tobacco Trading

Sales executive key accounts

- Managed **A-class supermarkets** (Lulu, Carrefour) and **B-class supermarkets** (Choithram, Cooperative Society) across the UAE.
- Oversaw the entire **Adnoc petrol station** network in Al Ain and Abu Dhabi during the peak of the COVID-19 pandemic in 2019.
- Handled products like **303 Cigarette** and **Bon Cigarette**, ensuring product availability and sales growth in key retail locations.
- Developed and maintained strong relationships with **key accounts**, driving sales and securing long-term partnerships.
- Worked efficiently under pressure during the pandemic, ensuring consistent product distribution and **customer satisfaction**.

Q-Line Gulf General Trading

Sales executive

- Managed **key accounts** like Adnoc petrol stations, armed forces cooperatives, and **B-class supermarkets** (Choithram) **HORECA** channel in Al Ain and Abu Dhabi.
- Handled **wholesalers** across Al Ain and Abu Dhabi, overseeing **30+ product SKUs**, including Cheetos, Takis chips, Starbucks chilled coffee, and confectionery.
- Developed strong relationships with **customers**, identifying quality leads and creating tailored deals between the company and clients.
- Ensured product availability, implemented sales strategies, and monitored inventory across multiple locations.
- Played a key role in **deal negotiation**, fostering long-term partnerships and increasing product distribution across the region.