

# KHALID SAYED



## KEY ACCOUNT MANAGER

### Summary

Experienced **Account Manager with over 10 years in advertising and events**, specializing in client management, strategic planning, and campaign execution. Skilled in using CRM tools like Odoo to streamline workflows and drive business development. Proven ability to manage budgets, oversee cross-functional teams, and deliver creative, results-driven campaigns that enhance client satisfaction and retention. Passionate about developing innovative branding and marketing strategies that drive business growth.

### Career Objective

Seeking a career enrichment opportunity within the realms of Advertising & Marketing, Account Management, Business Development, and related disciplines, with a forward-thinking organization that values and encourages the utilization of my skillset, dedication, and industry knowledge. Aspiring to leverage my extensive background and expertise to assume the role of Account Manager, contributing to the strategic growth and success of the company while advancing my own professional trajectory.

### Personal Details

Contact Number – 0526810977.

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Address: Flat No – 402 Juma Al Majid 500 Residency Building, Al Nahada, Sharjah, UAE.

Date Of Birth – 28-Oct-1986.

Marital Status – Married.

Languages – English, Urdu, Hindi, Tamil.

Visa Status – Resident Visa.

Driving License - Yes

### Professional Skills

- Business Development
- Brand Development
- Advertising Sales
- Production
- CRM Management (ODOO)
- Marketing Communication
- Social Media Marketing
- Project & Event Management

### Education

Bachelor of Commerce: **Business Management & Marketing - 2010**  
**Shivaji University**, Maharashtra, INDIA.

### Certifications

UDEMY: **Complete Social Media Marketing Course – 2023.**

# Experience

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**Key Account Manager | Signmax Group – Dubai, United Arab Emirates.**

**June 2024 - Present**

- Act as the main liaison between the agency and clients, maintaining regular communication to ensure client satisfaction and the timely delivery of services.
- Develop a thorough understanding of client goals, brand values, and requirements to offer tailored advertising and event solutions that align with client objectives.
- Oversee the planning, execution, and delivery of advertising campaigns and events, coordinating with internal teams and external vendors to ensure projects are completed on time and within budget.
- Manage project timelines and budgets, ensuring all milestones are met and making necessary adjustments to keep projects within scope.
- Build long-term relationships with clients, addressing concerns promptly and ensuring consistent service quality to maintain high retention rates and repeat business.
- Identify opportunities to upsell additional services, generating increased revenue by offering solutions that enhance the client's marketing and event goals.
- Assist in new business development by preparing and delivering pitches and presentations to prospective clients, converting leads into long-term partnerships.
- Help clients develop effective strategies to meet their marketing and event objectives by staying updated on industry trends, market conditions, and competitor activities.
- Conduct market research to provide clients with innovative solutions that address their unique challenges, ensuring a competitive edge.
- Prepare detailed client reports on campaign and event performance, analyzing key metrics and providing actionable insights for continuous improvement in future projects.
- Negotiate and manage contracts with clients and third-party suppliers, ensuring favorable terms for both the company and the client while maintaining strong vendor relationships.
- Utilize CRM tools like Odoo to store and organize client data, track leads, and monitor the sales pipeline, ensuring timely follow-up and effective lead nurturing.
- Ensure all advertising and event activities comply with UAE legal requirements, cultural sensitivities, and relevant health and safety regulations for event management.
- Develop detailed proposals and project briefs, including timelines, budgets, creative concepts, and execution plans that are tailored to client needs.
- Lead client presentations and pitch meetings, effectively communicating ideas, strategies, and project updates to demonstrate the company's value proposition.
- Collaborate closely with the creative team to translate client needs into actionable creative briefs, providing constructive feedback to ensure the final output aligns with client expectations and brand guidelines.
- Act as the point of contact during crises or issues that arise during campaigns or events, providing swift and effective solutions to mitigate impact and ensure smooth execution.
- Anticipate potential risks in campaign execution or event management, developing contingency plans to ensure seamless delivery.
- Build and maintain relationships with key vendors, such as event venues and production houses, ensuring high-quality service delivery and regularly evaluating vendor performance.
- Work with digital marketing teams to integrate online advertising, social media, and influencer marketing into broader event and advertising strategies, ensuring a comprehensive approach.
- Ensure all campaigns and events are culturally appropriate for the UAE market, tailoring them to resonate with diverse audiences and preferences.
- Conduct post-campaign and event evaluations to review outcomes, assess areas for improvement, and provide insights for future initiatives.

## **BUSINESS DEVELOPMENT EXECUTIVE**

**TSS Advertising – Dubai, United Arab Emirates.**

**JANUARY 2024 – June 2024**

- Identify and pursue new business opportunities, leveraging industry knowledge and market insights to drive growth.
- Effectively promoted TSS's diverse portfolio, including event, exhibitions, signage, fit-out solutions, and trading services, to both existing and prospective clients.
- Cultivate and nurture strong, long-term relationships with clients, serving as a trusted advisor and strategic partner.
- Deliver compelling sales presentations and negotiate favorable deals, aligning with client needs and organizational objectives.
- Stay abreast of industry trends, competitor activities, and market dynamics to inform sales strategies and enhance competitive positioning.
- Collaborate closely with internal teams to ensure seamless project execution and exceptional client satisfaction.
- Consistently meet or exceed sales targets, demonstrating a results-driven approach and a commitment to excellence.
- Continuously enhance sales skills and product knowledge through ongoing training and development initiatives.
- Maintain records of all quotations, ensuring accuracy and timely follow-up in accordance with established protocols.
- Conduct regular site visits and liaise with project teams and clients to oversee ongoing projects and address any issues or concerns.
- Facilitate the timely closure of completed projects, including the preparation of invoices, completion reports, delivery notes, and related documentation.
- Ensure prompt payment collection in adherence to contractual timelines and terms.
- Collaborate with the customer relationship manager to proactively manage and strengthen client relationships.
- Strategically prioritize and manage multiple projects within the same client portfolio, ensuring optimal resource allocation and service delivery.
- Incorporate RFQ numbers to each inquiry, transferring details about the job scope to technical/estimation departments, verifying site details for accurate quotations, and maintaining accurate records within designated project management platforms.

## **BRAND MARKETING MANAGER**

**Affirmative Ideas – Mumbai, Maharashtra.**

**APR 2019 – NOV 2023.**

### **Marketing Strategy and Planning:**

- Developed and executed marketing strategies aligned with company goals.
- Conducted market research and analysis to identify target markets and competitive landscapes.
- Determined effective marketing channels and tactics for optimal reach.
- Created adaptable roadmaps for successful marketing campaigns.

### **Business Development:**

- Generated new business through strategic marketing communication.
- Collaborated with clients to understand and align with their goals.
- Led and managed marketing teams for cohesive and effective execution.
- Identified and pursued new business opportunities, including client pitches.

**Client Relationship Management:**

- Served as the primary client liaison, building, and maintaining strong relationships.
- Ensured effective communication and alignment between agency and clients.
- Prioritized client satisfaction through proactive engagement and tailored solutions.

**Brand Promotions, Advertising & Communication:**

- Led advertising campaigns across traditional, digital, and social media channels.
- Collaborated with internal teams and external agencies for creative outcomes.
- Ensured timely execution of brand promotions, boosting foot traffic and sales.
- Developed collaborative partnerships for brand growth and engagement.

**Production, Exhibition, and Events Management:**

- Experienced in managing ad film and photography productions.
- Specialized in strategic planning, budget management, and team collaboration.
- Coordinated resources, logistics, and equipment procurement for successful outcomes.
- Managed participation in exhibitions and trade shows, overseeing all aspects from booth design to lead generation.

**Sales and Lead Generation:**

- Developed and implemented strategies for B2B and B2C markets.
- Collaborated with sales teams for joint marketing initiatives.
- Initiated contact with prospects through cold-calling and email outreach.
- Assessed leads for alignment with advertising needs and budget.

**Social Media Management:**

- Created engaging content across social media platforms.
- Identified target audiences and tailored content to their interests.
- Managed comments, messages, and mentions to maintain a positive brand image.

## Experience

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**OWNER****GROW – Mumbai, Maharashtra.****MAY 2015 – FEB 2019**

- Founded and led a successful Advertising and Production House, achieving 20% annual revenue growth through strategic planning and creative direction.
- Established strong client relationships and delivered innovative, tailored solutions.
- Led cross-functional teams in developing and executing integrated marketing campaigns across various media channels.
- Managed end-to-end production processes, ensuring high-quality deliverables and client satisfaction.
- Fostered a collaborative, creative work environment and attracted top industry talent.
- Negotiated contracts, managed budgets, and ensured compliance with industry regulations.
- Forged partnerships with key stakeholders, including advertising agencies and distribution networks.
- Proposed and managed marketing research projects to generate consumer insights for improved strategy and communications.
- Led marketing programs from start to finish, collaborating with stakeholders and optimizing internal processes.
- Developed brand identity, awareness, and online reputation through content management.
- Evaluated the impact of marketing programs to ensure alignment with company goals.

# Experience

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## CLIENT SERVICING EXECUTIVE

Common Sense Advertising – Mumbai, Maharashtra.

AUG 2011 – MAR 2015

- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Assisted in the pitches, brain storming as well as new ideas.
- Liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively.
- Collaborate in the creative design and media production process to effectively communicate the intended message and engage internal stakeholders.
- Managed the needs/requirements of commercial accounts through extensive follow-up procedures.
- Negotiating with clients and agency staff about the details of campaign, handling budgets, and invoicing clients.
- Performed market research surveys amongst client base to seek feedback on sales techniques, follow-up methods and quality of after sales service.
- Provided support to the agency creative team as an active team member, ensuring all projects objectives were met on time with quality.
- Manage and develop P&L and driving market growth.
- Prepared weekly status reports for the management.
- Generated repeat business through successful client follow-up.
- Ensure high levels of client satisfaction through proactive communication, quality deliverables, and exceptional service.
- Address client concerns and resolve issues promptly to maintain long-term client relationships.

## Technical Skills

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Adobe Photoshop, Illustrator, MS-Office, META Business Suite, Instagram & Facebook Ads.

## Accounts Handled

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Domex, Lifebuoy, AXE, Lakme, Lipton, L'Oreal, Al Fanar, Vimto, Renault, GEELY, Honda, Sunsilk, CIF, Surf Excel, TATA Fruski, Pure It, ZEE HD, TATA Croma, Ultra Tech, Eicher, Kelloggs, Mahindra, Tanishq, TBZ, RBZ, Vadilal, TEMCO, Peter England, Color Plus, Amante, Enamore, Buffalo, Blackberrys.

## Conclusion

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As a dynamic Brand Marketing Manager, I am excited about the prospect of leading innovative marketing initiatives. My proven success and commitment to driving brand excellence align seamlessly with your company's objective. I am eager to bring my strategic vision and creative prowess to elevate Company's Goals and Vision. I welcome the opportunity to discuss how my expertise can contribute to the continued success of your Company.

**Best Regards**

Khalid Sayed Bashir