

ASHLYN DAYANARAIN

Gate Tower, Al Reem Island, Abu Dhabi
e: audiofanatixsa@gmail.com
t: +971 55 709 9473
Married

PROFESSIONAL SUMMARY

I Ashlyn Dayanarain currently resides in Abu Dhabi, holding a Resident Visa with medical insurance. I am an accomplished individual with a wealth of experience in Managing, Sales, Marketing, Stock Control, Customer Service, Product Management, Project Management, Event Coordination, Stock Management in my work career thus far, I have met and exceeded my expectations of my previous and current companies. I have demonstrated strong track record of success in highly competitive marketing setting, High-level sales cycle knowledge and excellent communications skill enabled achievement of challenging goals

SKILLS

- Good people skill
- Business development
- Marketing communication expertise
- Product marketing specialist
- Expert negotiator
- Expert mentor and coach
- Relationship building
- Expert Negotiation
- Budgeting, Market, Sales
- Business administration, Meetings, Sales support
- Cold calling
- Hardware, Management information systems, Strategy
- Database Administration
- Network support
- Database, People skills, View
- Direction, Policies
- Documentation, POS
- Staff management
- Customer care expert
- Networking skills
- Vendor sourcing

WORK HISTORY

Class Act Events LLC - Operations Administration

Temporary - 24/10/2021 - 06-12-2021

- Manage emails, letters, packages, phone calls and other forms of correspondence
- Manage agendas, travel plans and appointments for upper management
- Maintain a strong filing database
- Provide office guests with a hospitable experience
- Supervise the maintenance of office areas, equipment, and facilities
- Submit reports and prepare proposals and presentations
- Keep records and follow-up on contracts, quotations, and invoices
- Facilitate and acquire manpower for events held by Abu Dhabi Motorsports Management (Yas Circuit)
- Facilitate and manage Secure Access software for Staff at EXPO 2020

Coca Cola Beverages South Africa (Bloemfontein) - Account Manager

South Africa 01/2016 - 02/2018

- Consistently achieve and exceeded sales goals by 95%
- Negotiated space in clients' stores for promotions.
- Liaised between accountholders and various departments, communicating effectively to maintain customer satisfaction and uphold company protocols.
- Achieved 95% Right Execution Daily (RED) report monthly.
- Activating Point of Sale and Promotions.
- Communicated promotions, new price.
- Trained and educated new employees.
- Managed a team of 5 individuals.
- Directing, planning, and coordinating marketing efforts.

EDUCATION

Jaipur National University
(Brilliance Education UAE)
UAE •

Bachelor's Degree: Business
Administration

TEFL Academy
2018

Certificate: English Language
Teaching Accreditation

Skyline Education Services UAE
2018

Certificate: Certified Professional
Coder

IT Academy
2014

Certificate: CompTIA A+ 220-801

- Communicating the marketing plan.
- Developing each marketing campaign from start to finish.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Handling social media, public relation efforts, and content marketing

**Audio Fanatix PTY ltd (South Africa) - Owner/ Manager/Installer/
Event Coordinator / Marketing**
South Africa 01/2014 -2017 (Current Remote Work)

- Directed a team of individuals to produce customer service and profit for the company
- Produced regular performance reports for the individuals, under my management
- Human Resources and Recruiting
- Completed troubleshooting of malfunctions and diagnostic issues
- Maintained schedule appointments with eye for both quality and speed of service
- Achieved and increased in business on month to month bias.
- Reduced budgetary expenditures by effectively negotiating contracts for more advantageous terms.
- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment, and profit-loss projections.
- Compiling lists describing our organization's offerings.
- Developing and managing advertising campaigns.
- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Evaluating and maintaining a marketing strategy.

Mustek PTY ltd (South Africa, Bloemfontein) - Sales Executive
South Africa 05/2013 - 04/2015

- Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- Cold calling to arrange meetings with potential customers to prospect for new business.
- Provide Telephonic Hardware, software, and network support to IT users.
- Configure and support POS, internet, Desktop Hardware and Software.
- Listening to customer requirements and presenting appropriately to make a sale.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating on price, costs, delivery and specifications with buyers and managers.
- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.

First Technology (South Africa, Durban) - Internal Sales Assistant
South Africa 01/2012 - 05/2013

- Worked with managers to resolved problems, improve operations, and provide exceptional customer services
- Placed and processed orders under the supervision of
- Evaluated quality problems and resolved issues
- Efficiently served as a sales assistant to two Sales Associates
- Adhered to established policies, procedures, and compliance for satisfactory audit rating.

First Technology (South Africa, Durban) - Credit Controller
South Africa 01/2011 - 01/2012

- Accurately captured invoices in the accounting systems to effect payment on time and accurately to Creditors if required.
- Ensured invoices were properly grouped based on levels of authority and allocated to correct Supplier accounts daily.
- Sent remittance advices to supplier upon completion of the Payment Run.
- Accurately prepared monthly reconciliations of Creditors Accounts Statements against the A/P
- Optimized credit approval and collection processes, improving operational efficiencies by over 90%

DMG- Direct Merchandising Group (South Africa, Johannesburg) - National Point of Sale Coordinator / Administrator
01/2010 - 01/2011

- Improved information collection and recordkeeping accuracy by creating, updating, and managing customer communications.
- Managed agendas and calendars, boosting productivity and improving organizational initiatives.
- Successfully juggled multiple projects simultaneously to aid executive leaders.
- Assisted executive leaders in decision-making procedures by creating daily reports to advise leaders on corrective actions and process improvements.
- Sent monthly update of store closures / openings to National Database Administrator, on the last Friday of every month
- Kept Formal Team call diaries up to date with Direct Merchandising Group Branches information