

# Syed Taha

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## PROFESSIONAL SUMMARY

*A 2020 graduate student in the field of International Business and Marketing, pursued Bachelor of Business Administration programme. Super motivated, hardworking and dedicated individual looking forward to build up his career strong & fruitful ahead. Highly potential and prepared for being exposed to various fields in and around the market and to tackle it effectively and efficiently in the best possible ways to bring out the foremost outcome and always ready to seek improvements to myself and to gain up knowledge and experience to the maximum.*

## WORK HISTORY

07/2020 - 04/2021

**Drive Line Group** | Dubai, United Arab Emirates

Business Development Executive

- Complete handling/in charge of two multinational brand portfolio's for overall GCC region.
- Planned and developed strategies to increase sales and territory market positioning for product portfolio.
- Retained existing customers and substantially grew customer base and sales volume.
- Tracked weekly sales/inquiries to develop reports for action planning.
- Drove new clients and avenues to build relationships and grow business opportunities.
- Conducted business trip to Saudi Arabia to develop new market potentials and meeting existing customers.
- Over achieving monthly target of 300,000 AED.
- Doing weekly followups with customers to close existing offers.
- Complete understanding /working of ERP system - Oracle.
- Built strong cross-functional partnerships with vendors and overseas OEM teams.
- Managed supplier work orders and/ Purchase Orders (POs) within effective lead times.
- Positively influenced customer engagement through intensive marketing on LinkedIn and other social media platforms.
- Implemented processes to ensure goods were checked stored and dispatched correctly to minimize any errors.

## SKILLS

- Persuasive pitching
- Astute negotiator
- Sales data analysis
- Strong verbal communication
- Time management
- Microsoft Office
- Self-motivated
- Team management
- Team leadership
- Scheduling
- Budgeting
- Proficiency in PPT
- Editing
- ERP system - Oracle

## EDUCATION

**Heriot-Watt University** |

Dubai , United Arab Emirates

Bachelor of Business

Administration: International

Business Management

Majors -

- *Fundamentals of marketing*
- *Human resource management*
- *Intercultural issues in business & management*
- *Operations management*
- *Marketing perspectives*
- *Organizational behaviour*
- *Managing the service experience*
- *Business research methods*
- *Consumer behaviour*

04/2019 - 07/2019

**Apparel Group - Aeropostale** | Dubai, United Arab Emirates  
Market Research - (Internship)

- Understanding the working of an International brand - Aeropostale. How they work, their products offering and also working on a project called - " Brand Analysis and Gap In Assortment" through out the internship.
- Going through and understanding daily sales report, sell through report & product wise report.
- Went through KPI training - Understanding what is conversion, average selling price, transaction value, unit per transaction, traffics.
- Conducted Aeropostale store visits to different malls across Dubai & Abu Dhabhi to understand customer profile and competition across market.
- Collected primary data of products offering of Aeropostale and competitors store for both men & women for finding gap in assortment.
- Conducted SWOT analysis for Aeropostale.
- Conducted questionnaire consumer profiling & collected primary data through store visits with around 80 market survey.
- Given a 30 minute presentation to Apparel Group in the end of the internship.

01/2019 - 03/2019

**The Luxury Closet** | Dubai , United Arab Emirates  
VIP Concierge Employee - (Internship)

- Gathered in-depth information about high-end luxury retail products and fashion industry.
- Assisted marketing and sales managers in the areas of forecasts and business leadership strategies.
- Dealing with potential customers with the intention of turning cold leads to potential deals.
- Attended different induction training such as marketing training program, sales, VIP concierge training program.
- Gained detailed knowledge of luxury brands.

- *Project management*
- *Business venturing*
- *Strategic management*
- *Marketing communications*
- *Innovation management*
- *Logistics and supply chain management*

**International Indian School,** |  
*Dammam, Saudi Arabia*  
A-Levels: - Commerce

**St. Joseph's College** |  
*Allahabad , India*  
GCSE  
Persuaded class from 1st to 9th standard.

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## ACCOMPLISHMENTS

- School topper in Marketing with 97% marks.
- Distinction in BBA group projects and presentations.
- Interviewed an HR manager for the coursework for better knowledge of HR analytics and aesthetic labour.
- Won inter-school competition of both football and volleyball.
- Interschool marathon runner.

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## LANGUAGE

- English - Full Proficiency.
- Hindi - Full Proficiency.
- Arabic - Limited Working Proficiency.
- Urdu - Full Proficiency.

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## ADDITIONAL INFORMATION

DOB- 12/05/1998  
Valid UAE driving license.  
Visa status - Sales visa valid till 2022.