

# BARIK IKHLAQ DOOLWALL

## MBA Candidate : Marketing & Finance Professional



Total 6+ years experienced MBA Professional highly skilled in both Marketing & Sales Field. Adaptable & Quick learner , possess skills to work under pressure. Highly talented management professional with 6+ Years of experience in U.A.E & India specializing in a myriad of areas such as the development of multi-cultural environments, directing and implementing various marketing strategies , public relations that have yielded results for leading in financial institutions. Strategic and creative thinker with effective communication and writing skills in English and the ability to interact effectively at all levels with senior officials. Strongly self-motivated, enthusiastic and committed to professional excellence. Ability to work independently as well as perform as a team member. Exercise a high degree of discretion, mature judgments and tack in handlings issues of sensitive nature. Combines passion for marketing with commitment to contributing to an organization's bottom line. Ability to lead teams and achieve corporate branding and marketing goals.

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## PROFESSIONAL EXPERIENCE

### Executive Sales Manager - Ironman Program

Feb '19 - Feb '21

#### HOMELANE.COM

Gurgaon , Haryana , INDIA

*Homelane is one of the leading aggregators of Interiors in Kitchen and Wardrobes and serving ~25k customers every month*

- Resolved customer issues quickly and managed over achieving 18Lakhs fort night to increase sales and meet quotas.
- Developed space planning concepts, color palette selections and textile presentations.
- Consulted with clients to determine architectural preference to meet overall design goals.
- Identified and resolved issues regarding sales and business strategy.
- Trained personnel in proven consultative sales approaches, as well as sales and follow-up processes.
- Developed key client relationships by providing design solutions that met needs and budgets without compromising quality or design intent.
- Built and cultivated relationships with customers and turned prospective leads into happy clients by returning messages quickly and answering questions truthfully.

### Senior Business Banking Specialist

Sep '15 - Nov '18

#### Emirates National Bank of Dubai

Abu Dhabi , UAE

*EMIRATES NBD is one of the leading bank of Dubai*

- Played an advisory role and serviced as an integral member of emirates NBD bank to shape its marketing, sales and stock strategies and ensured alignment with ENBD strategic plan
- Consulted and assisted Sales Manager in developing ENBD sales and marketing strategy to generate the sales growth
- Built, sustained and managed the sales image of ENBD
- Trained, motivated the team members to achieve organization monthly and annual targets
- Assisted in developing and revamping ENBD policies
- Developed and maintained relationships with customers by understanding their requirements
- Acquired De-mat and trading account from open market and leads
- Reactivated clients and brought new clients to the bank through cold calling and through referrals
- Carried out day-day-day duties accurately and efficiently.
- Maintained excellent attendance record, consistently arriving to work on time

### Marketing Manager

Jul '14 - Apr '15

#### Royal Yamaha

Jammu , INDIA

*Leading showroom for automobile motorbikes , motorcycles.*

To design, develop and implement a communication strategy that assist the Yamaha in developing an optimal enabling environment in which the sales sector helps to improve the demand and supply of the product , and to implement best practices in regulation &

- Direct interaction with the customers for briefing the product details.
- Develop and direct two main sectors sales and marketing.
- Was directly handling customer services and complaints (VOC) voice of customers.

- Assign monthly target for the showroom.
- Handled retail operation.

## EDUCATION

### MBA : Master of Business Administration

Apr '12 - Apr '14

#### Marketing & Finance

Mohali , Punjab ,India

*Rayat and Bahra Institute of Management - Mohali Punjab-140104, INDIA*

- Financial services
- Security analysis
- Management of banking and financial institutions
- Direct tax planning
- International finance
- Management control system
- Marketing research
- Consumer behavior and promotion management
- Services marketing
- Product and brand management
- Sales ,channel & logistics management
- International marketing

### BBA : Bachelor of Business Administration

Sep '09 - May '11

#### Bachelor of Business Administration

Jammu & Kashmir , India

*Baldev Institute of Management*

## KEY SKILLS

Strategic sales/marketing

Marketing campaign management

Advertising & Promotions

Team leadership

Cross culture management

Target/Niche marketing

Business Development

Brand / Product image

## TECHNICAL SKILLS

- **OS:** Windows
- **Software:** SQL, Tableau, Microsoft Excel (VLOOKUP, Pivot Tables , Advanced Functions), Power point , Word
- **Social Media :** Media Tools and channels (Facebook , Twitter and Instagram)

## CERTIFICATIONS

- Won **SPG CARD** contest on the very first month of **SPG LAUNCH CARD**
- **Earned Highest** points of **26000 dirhams** with the incentive of **19000 dirhams** in one month
- Won inter-college basketball competition twice
- Won many awards in dance and acting shows

## INTERNSHIPS

### Summer Intern - JAMMU & KASHMIR BANK LTD.

Jun '10 - Jul '10

#### MBA Intern

Jammu & Kashmir , India

*Customer satisfaction in depository products and financial services of Bank.*

- Carried out company analysis and customer satisfaction survey.
- Managed regular routine jobs of the bank such as cash deposits, cash withdrawals, opening of new accounts, reopening of dormant accounts etc.
- Handled customer grievances and reasons for dissatisfaction from the bank's services.
- Tried to seek answers for switching behaviors of customers in financial services.
- Carried out research to see company's products and services awareness among people as well as current customers
- Finally gave my observations and suggestions which were valuable to the bank.

Summer Intern - JAMMU & KASHMIR BANK LTD.

Feb '14 - Mar '15

### Sales & Marketing Intern

Jammu & Kashmir, India

- Carried out company analysis and customer satisfaction survey
- Managed regular routine jobs of the bank such as cash deposits, cash withdrawals, opening of new accounts, reopening of dormant accounts.
- Handled customer grievances and reasons for dissatisfaction from the bank's services.
- Tried to seek answers for switching behaviors of customers in financial services.
- Carried out research to see company's products and services awareness among people as well as current customers
- Worked hard to make customers understand the value of DEBIT CARDS

### WORKSHOPS

Attended the '**A talk on Job Prospects in Financial sectors**' | '12

- Mr. Shine, Senior Cluster Manager, ICICI Securities on 3rd May 2012. The students were briefed on the challenges associated with the jobs that ICICI offered and also what the company expected from them.

Attended the '**11 days promotion cum selling of ATM Debit/Credit Cards**' | '10

- Worked very hard to make customers understand the value of ATM or DEBIT CARDS.
- Persuaded non card holders to apply for the card.
- Assured customers for quick delivery of their cards as this was one of the major problems with the bank.
- Handled illiterate customers of the bank with respect to application of ATM/DEBIT CARDS.
- Received an excellent feedback from the manager for the exemplary performance

### ADDITIONAL INFORMATION

- **Date of birth** : 15-09-1990
- **Nationality**: Indian
- **Languages**: English (fluent), Urdu (Mother tongue)
- **Gender**: Male
- **Height** : 5 '9
- **Weight** : 80kgs