

FAREED ARSHAD

AL NASSERYA

Sharjah

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PROFESSIONAL SUMMARY

- Expert professional in business development, planning and executing business strategies, master in developing new market channels and building strong relationships with sales managers, customers and industry leaders.
- Friendly Sales Associate adept at working in diverse retail and customer service environments
- Efficient Medical Assistant skilled in tackling administrative and patient- oriented tasks in a fast-paced medical office.
- Media and public relations specialist leveraging in-depth knowledge of market trends to execute high-impact marketing campaigns.
- Develop and execute a strategic business plan that meets or exceeds established sales goals and supports Company revenue and profitability targets.
- Sales and Marketing Customer and Personal Service Administration and Management Active Listening Critical Thinking Communications and Media Speaking Judgment and Decision Making Monitoring Coordination Active Learning Operations Analysis Complex Problem Solving Management of PersonnelResources.

SKILLS

- | | |
|----------------------------------|---|
| • Sales and Marketing | • Digital media |
| • Strong Verbal Communication | • Web management |
| • Team leadership | • Retention and reactivation strategies |
| • Data Management | • Team player |
| • Client assessment and analysis | • Public relations |

- Self-motivated
- Campaign development
- Competitive and strategic planning
- Revenue generation strategies
- Email Coding
- Business development
- Social and new media
- Constant Contact
- Excellent listening skills
- Marketing Strategy

WORK HISTORY

02/2017 — Current Marketing Executive

Clinicare Medical Center (Novo Health care) — SHARJAH

- Marketing the Hospital services, Doctors and associated medical centers to public, corporate and other clinics.
- Bringing sales in terms of CBD'S, Corporate tie ups and public relations.
- Encourage continuous improvement of the segment related marketing and branding processes.
- Achieves marketing and sales operational objectives through strategic plans and reviews; preparing and completing action plans; productivity, quality, and customer-service standards; resolving problems; identifying trends; determining improvements; implementing change.
- Build and maintain close relationships to key local customers, corporate and various Community Associations.
- Build and maintain close relationships with media and communications & public relations agencies.
- Conducting Field Visit for achieving new corporate contracts and Targets
- Plan and conduct meeting with Govt and Private Clients.
- Develop, implement and monitor the Marketing and Branding strategies by conducting various health related events ,campaigns, CME's and other health awareness programmed.
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
- Responsible for the development of brand awareness and loyalty across the customers.

- Responsible for all Market analysis to prepare Market size and share for the sales.
- Closely working with marketing teams in across the Global presence to leverage the product innovation.

**09/2016 —
12/2016**

**Business Development Executive
COOL PACK TISSUE PAPER INDUSTRY-- AJMAN**

- Direct and coordinate activities involving sales of manufactured products, services, commodities, real estate or other subjects of sale.
- Monitor customer preferences to determine focus of sales efforts.
 - Visit franchised dealers to stimulate interest in establishment or expansion of leasing programs.
- Direct, coordinate, and review activities in sales and service accounting and record keeping, and in receiving and shipping operations.
- Assess marketing potential of new and existing store locations, considering statistics and expenditures.
- Represent company at trade association meetings to promote products.

**07/2016 —
08/2016**

**Marketing Executive
AL WADHA MEDICAL CENTER — Sharjah**

- Marketing the Hospital services, Doctors and associated medical centers to public, corporate and other clinics.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Compile lists describing product or service offerings.
- Build and maintain close relationships to key local customers, corporate and various Community Associations.
- Build and maintain close relationships with media and communications & public relations agencies.
- Conducting Field Visit for achieving new corporate contracts and Targets.

**02/2016 —
06/2016**

**CUSTOMER SERVICE
RIAZ MEDICAL CENTER**

- Confer with customers by telephone or in person to provide information about products or services, take or enter orders, cancel accounts, or obtain details of complaints.
- Keep records of customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken.

- Review insurance policy terms to determine whether a particular loss is covered by insurance.
 - Check to ensure that appropriate changes were made to resolve customers' problems.
- Contact customers to respond to inquiries or to notify them of claim investigation results or any planned adjustments.
- Resolve customers' service or billing complaints by performing activities such as exchanging merchandise, refunding money, or adjusting bills.
- Language Education Additional Information Review claims adjustments with dealers, examining parts claimed to be defective, and approving or disapproving dealers' claims.

**08/2015 —
12/2015**

Marketing Executive

AL FAREED ELECT DEVICE TRD — Sharjah

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Select products or accessories to be displayed at trade or special production shows.

EDUCATION

**Dec 2020 High School Diploma: Bachelor of Business Administration
Szabist University Dubai AMERICAN BOARD — Dubai**

Mar 2014 High School Diploma, Radiant School — Sharjah

ADDITIONAL INFORMATION

- Proficient in Microsoft Word, PowerPoint, Excel,

- Strong ability to understand and follow specific instructions and procedures.
- Common knowledge of social, and skills development methods and techniques.
- Experienced with Internet and E-mail applications.
- Acquired certificates for dedicated performance.
- Reading and collecting books in various subjects with a belief that books can transform a human being into a human resource

LANGUAGE

- English (Read, Write & Speak).
- Urdu (Read, Write & Speak).
- Arabic (Speak).

PERSONAL INFORMATION

• Father's Name	Arshad Pervez
• Date of Birth	02 JULY 1996
• Place of Birth	Sharjah, U.A.E
• Nationality	Pakistani
• Marital Status	Single
• Visa Status	Resident Visa
• E-Mail	FareedArshad121@gmail.com

DRIVING LICENSE

HOLDING VALID UAE DRIVING LICENSE (LIGHT VEHICLE) ISSUE FROM
24-1 1-2014 (SHARJAH)