

Mohammad Sohaib Khan

sohaibkhan20@yahoo.com
+91 9899099629
DOB : 15th Dec '92
Delhi, India

About

Analytical and strategic marketing professional with demonstrated accountability in IT & FMCG – in market penetration dynamics, industry and customer knowledge, with focus on enhancing profit & revenue margins and identifying growth opportunities. MBA graduate with merit in global business. Available for travel and relocation. Multilingual.

Profile Summary

- Achievement-driven professional, offering diverse industry experience in brand-product lifecycle management with focus on increasing the top line performance & evolving market share for the brands through sales & marketing strategies.
- Proficient in administering all aspects of product marketing including product enhancements, competitive analysis, market forecast/research & product positioning to devise the future product roadmap, thereby improving customer engagement with the product.
- Expertise in product penetration in new markets by devising annual business plan by MBO management by objectives, budgeting & quarterly promotional schemes.
- Spearheaded the design & implementation of a complex yet workable marketing communication strategy which concentrated on communication modalities.
- Experience in streamlining & boosting the brand performance in conjunction with the internal field customers and through development of key external customers through understanding and service delivery.
- Skilled in driving business operations encompassing customer relationship management, administration, market analysis, development of market surveys

Education

Coventry University

MBA : Global Business • London, United Kingdom

11/2016

Successfully completed with Merit

Amity University

BBA : Marketing • Delhi, India

08/2015

Successfully completed with First Division

Skills

- Microsoft office
- Business intelligence
- Business Development
- Corporate Communications
- Content Strategy
- Organizational skills
- Customer service
- Management Experience
- Content Marketing
- Content Programming

Languages

- English
- Hindi

Aeroplay Entertainment Pte Ltd

Deputy Manager- Content Programming, Inflight Ent. • Delhi, India

02/2020 - Present

- *Interacting with Hollywood, International and Indian Studios, Distributors and Music Labels for Movies, TV & Music availabilities.*
- *Market Research and Media Planning according to the Cruise & Airline Client's requirements.*
- *Creating Content Recommendations for the partners & clients as per their requirements.*
- *Coordinating with the Technical team for Media Deliveries.*
- *Working on Content and Digital Strategies for Airline Tenders/ RFP's & Proposals.*
- *Working with the Editorial and Design team for articles, press release, posts for the company.*
- *Communicating & Interacting with various departments and groups.*
- *Managing Finances related to Distributors & Studio bookings.*

IndiaMART InterMESH Ltd

Senior Business Executive • Delhi/NCR, India

09/2017 - 07/2019

- *Generating leads from the given databases & identifying decision makers within the targeted leads.*
- *Developing and delivering presentations, product/service demonstrations.*
- *Ensuring systematic follow-ups with the clients and organizations to provide them an appropriate resolution.*
- *Initiating a deal and finalizing the sales process and ensuring the sales pitch a time-bound closure.*
- *Driving the sales team towards achieving desired goals and outcomes .*

Arts And Crafts Valley

Marketing Executive • Delhi/NCR, India

02/2017 - 09/2017

- *Aim to maximize profits through developing sales & marketing strategies that match.*
- *Identify and assess the available market opportunity for new and existing categories, markets and brands (quantitative and qualitative).*
- *Execute strong marketing plans to get the desired results and cultivate strong working relationship with trade and corporates.*
- *Build social media channels to maximize the interactions and engage communication efficiency with target audience.*
- *Developing training module for new products & imparting training to sales team and key system integrator and distribution partners.*
- *Supports local teams in the execution of the activities and in achieving their sales and budget objectives, while ensuring the desired product benefits and brand values/equity are properly communicated.*
- *Working closely with the Digital Marketing team to develop content for corporate communication.*

J Soft Solutions

Sales Advisor : Part Time • London, UK

03/2016 - 01/2017

- *Organizing & supervising development of brand brochures and company brochures.*
- *Writing marketing materials (for company and various brands) and reviewing the effectiveness of existing marketing materials, sourcing branded*

gift items for marketing giveaways.

- Updating product descriptions / brand copy, liaising & keeping various group companies & external customers informed about NPD and marketing updates.
- Coordinating, planning, implementation & liaising with marketing, sales, new product development and brand management departments in all activities regarding the launch of products.
- Managing NPD success tracking / evaluations, working with sales teams to understand and evaluate NPD launches.
- Conducting existing & new market analysis for NPD suggestions, servicing as a primary interface between sales team & NPD teams to bring market insights into NPD .
- Developing:
 - Brand guideline booklets, thereby ensuring implementation of brand guidelines across companies
 - Sales Team recognition/awards programs
 - Sales promoter product training programs
- Coordinating for programs such as trade shows, conferences, conventions, sales meetings, or any other such events.
- Assisting in store promotions, development of in-store POS materials, website updating project, and maintaining the website up-to-date with latest content
- Identifying & dealing with external marketing agencies, on issues like updating of websites, digital marketing campaigns, branding exercises.
- Creating database/roster of approved marketing agencies in various fields, assessing and evaluating ROI and producing post campaign evaluations.
- Assisting Corporate Manager to develop coherent brand strategy for brands across the business.
- Demonstrating relevant product knowledge to the customers on key promotions and offers.

The Entertainer

Sales Representative : Part Time • London, UK

12/2015 - 01/2016

- Conceptualized & implemented marketing & communication strategies for services to build consumer preference & achieve organizational targets.
- Communicated corporate strategy & vision with local team, ensured the success of new solution and product launch.
- Implemented marketing strategies to drive volumes & achieve high profitability, formulated strategies & reached out to the unexplored market segments for business expansion.
- Planned the brand development and promotion activities by developing new communication mix and new strategies for brand, thereby creating & executing various communication tools for branding & promotions for various products.
- Monitored collection & outstanding payments and established sustainable local partners and built relationships with distributors/ dealers; managed sales through distributors and other relevant sales outlets.
- Identified target audiences, planned marketing activities to achieve brand awareness, estimations & executed promotions to ensure product visibility to enhance brand image & driving volumes.
- Built brand focus in conjunction with operational requirements; utilized market feedback to develop marketing intelligence for positioning the products.
- Developed relationship with clients & external associates and ensured speedy resolution of commercial issues by interacting with the clients for securing repeat business & long term customer loyalty.

- *Provided assistance to the customers on the shop floor.*

Aureole InfoTech India

Marketing Executive : Internship • Delhi, India

10/2013 - 10/2014

- *Conceptualized & implemented marketing & communication strategies for services to build consumer preference & achieve organizational targets.*
- *Responsible for competitive analyses, gap analysis of client IT infrastructure, initiate pre-sales activities.*