

## **Mahmmad Pathan**

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### **Brief Summary**

**A Versatile MR & BD Professional with Cumulative Experience of 3+ Years in Sales & Client Servicing. Rich Experience of Sales & MR in 3 Sectors Enables Him to Easily Connect & Changing the Mind of Prospects with Ease, Offering Disruptive Solutions, Converting & Making Long Lasting Relations with Them. Very Skilled & Talented Communicator Who Manages & Influence CXOs, Top Mgt. & All Other Stakeholders in Wide Organizations. Always a Solution Oriented & Accomplished Strategist Who Thrives in Fast Paced Environments Where His Performance Impacts the Bottom Line!**

### **Expertise**

- **Clients Acquisition, Accounts Management, Market/Accounts Mapping, Outbound Sales, Establishing & Converting New Client Segments for Business, Expanding & Diversifying into New & Emerging Markets, Building New Audience from Scratch By Making Content Cum Promotional Channels, B2B & B2C Leads Generation, Creating a Brand Image, Inside Sales, Mass Inbound Leads Generation Strategies**
- **Pre-Sales, Enjoyable Cold Calling, High Responsive Cold Mailing, Clients' Complex Objection Defusing, Digital/Social Media Marketing, Copywriting, E- Mail Marketing, Data Mining, Extracting & Enhancing**
- **Stakeholders Management, Effective Spiel Creation to Prospects for Long Lasting Brand Recall, Creating a Better Buying Experience for Prospects, Customer Success**

### **Profile**

**Sales Opps. Never Sleeps & Neither Do Him... An Effective Deal Closer in a True Sense, Mahmmad is Great Situation Adaptable & Handler. His Abilities to Make Business Relations With Prospects, Not Pushing Them The Offerings, Asking Apt Questions, Arousing Curiosity of Them for the Solutions, Pitching Them With Sensitiveness, Guiding & Servicing Them Greatly Without Feel Like Closing For a Sale Are Envable.**

**With His Dedication to Heighten Business Outreach It is Small Wonder That Sternest of Prospects Are Distracted By His Height. His Chivalry, Sweetness & Sense of Fairness Will Remind You of Heroes From Old English Novels. A Complete Workaholic, He Goes Out of His Way to Ensure His Clients Are Happy & Makes Sure Every Detail is Perfect. He Knows Very Well That Which Existed/Emerging Prospects Are Where in Different Regions & How to Pitch & Convert Them Aptly! Curious By Nature, Asks Apt Questions and Often Has His Nose Buried in Articles & Blogs. His Curiosity Led Him in The Field of Lead Generation. An**

**Automobile Aficionado, His Passion For Business Acceleration Goes From 0 to 100 Miles Faster Than Ferrari.**

## **Professional Experience**

**Marcom Lead, iValue Systech Pvt Ltd. [Jan 21 to Present, Location: Vadodara, Gujarat]**

**Marketing Engine Of The Co. Fastening the Effective Marketing & Foraying Brand Image of The Co. Nationwide. Serving Leads In Terms of Giving Direct Requirements From Prospects Or Setting up Meets With Prospects For Sales Team For Consultative & Solution Selling. It's About Both of Personal & Personalised Approaches of Outreaching & Having Compelling & Result-Oriented Conversation With Prospects Rather Than Keep Bugging Them With Traditional MR & Sales Pitches!**

**Acquired Enterprise Clients Like: Hubilo, Rajhans Group of Industries, Narola Infotech, NetWeb Software (To Name a Few). Valued Sales Team With Leads of: Mastercard, KPIT, Intuit, Persistent, Whitehat Jr., Cairn India, Ola, Udaan, Yellow.ai, MGVCL (To Name a Few From Many). Paved way to get easy access into: Sophos, Civica, GSFC University**

- **Developed Lead Gen. Role In The Company & Gave Strategies on How to Foray For Better Results in Short Time**
- **Guided Top Mgt. for Adapting Best Sales Outreach Practices & Tools For Increasing Market Share & Expanded Footprints in New Regions**
- **Expanded Education Sector Databank From 0 to 80K+ data points for outreaching for the co. & leveraged this to bring leads in plate of sales team**
- **Built Databanks From Scratch For The Co. & Forayed Brand Image Through Outreach By Leveraging It. Grabbed & Leveraged All Professions' Data For BYOD Business.**

**Typical Day But Not Limited To:-**

- **Finding New Accounts Through Data Mining & Extracting Using All Tools & Having Crisp Convo With CXOs of Different Accounts For Building Healthy Business Relationships. Ultimately Getting Meets Booked With Decision Makers of Prospects For Sales Team**
- **MR & Sales Strategies, Business Outreach**
- **Increasing Brand Image of Company In All Business Vertical Using All Communication Tools**
- **Guiding Sales Team For Continuous Sales Pitch Improvement, Helping Them With Providing World Class Data By Market Research/Web/Internet Analysis & Guiding Mgt. In Terms of Adopting Better Changes For Smooth Ops.**
- **Overseeing Market Daily For Business Opportunities, Competition Intelligence, Vendors Mgt. & Other Things For Personal Satisfaction & Whatnot!**

**Sales Lead, iValue Systech Pvt Ltd. [Oct 20 to Jan 21, Location: Vadodara, Gujarat]**

**Was Looking After Central South Gujarat & Surrounding Regions For IT Sales. Leads Generation, Devising Sales Strategy, Reviewing Market Segmentation, and working for**

increasing the market share of the Company in Vertical segments, Keeping updated about moves of competition.

Some of the SMB Clients Acquired Through Stint: Sun Outdoors (Vadodara), Nilkanth Construction (Ahmedabad), H.M.Sons (Mumbai)

- Building Strong Rapport with Enterprise prospects and acquire New Customers Through webinars, events & cold outreaching
- Designing and implementing a strategic sales plan that expands the company's customer base and ensures its strong presence in the market
- Conducting Market Research For Selling possibilities, evaluating customer needs & then pitching solutions
- Networking through all Communication Channels & Having Convos. Ultimately Closing Leads

Executive: Sales & Ops., GTPL Hathway Ltd. [Feb 19 to Sep 20, Location: Vadodara, Gujarat]

Was Looking After Media Sales, PR, MR of GTPL Hathway Ltd.'s Network TV Channel Named Gujarat News From Vadodara Region. Adding Value to the Strategic Planning, BD Vertical by Growing Leads and Bounds, Adding New Clients, Nurturing the Existing Ones and Tuning to the Chores of Conceptualization, Emotional Selling and Special Occasions, Events Sales & Brand Partnerships.

Clients Acquired Through Stint: Industrial Extension Cottage (Indext-C, A Govt. of Gujarat Organisation), Canam Consultants Ltd., Hiya Add (Didaar Exhibition), MAHATech (Marathe Infotech Pvt Ltd.), National Silk Expo, Rajasthan Mahotsav & Many. Brand Alliances: EngiExpo, Karra Exhibition, Laxmi Film City's Darshan Raval Concert.

Assistant Store Manager, Saffron Lifestyle Traders Pvt Ltd. [Sep 18 to Feb 19, Location: Vadodara, Gujarat]

Was Responsible For: Levi's Store, Inorbit Mall, Vadodara, Gujarat  
Role & Responsibilities Handled:

- Handling Day To Day Retail Store Operations Of Levi's Store
- Achievements Of Targets (Individual & Store Sale)
- Inventory Management Of Store, Stakeholders, Vendors Mgt.
- Customer Management, Grievances Redressal, Servicing
- Looking For Creating And Maintaining Customer Database & Sale Follow-ups
- Looking For Smooth POS Operations
- Preparing Various Sales & Inventory Reports
- Motivating & Providing Training To Team Of 6 Members Of The Store

Mgt. Trainee, Saffron Lifestyle Traders Pvt Ltd. [June 18 to Aug 18, Location: Ahmedabad, Gujarat]

Passed Through Real Lifestyle Retail Exposure For Consecutive 3 Months For Co.'s 3 Different Lifestyle Brands Namely Nike, UCB And Levi's For 1 Month Each For Completion

Of Allotted Each Brand's Project And Selling Exposure. Passed Through Brands Inductions, Seasons, Collections, KPIs, SOPs, Competitors Analysis, Customer Engagement Process, Billing Software Ops. & Way Of Working Of Each Brand. Was Looking For Day To Day Operations From Opening Of The Store To Closing, From Making Various Day To Day Reports, Reporting, Customers Engagement And Selling

**Key Role Performed & Projects Done At These Stores:**

- Levi's, Iscon Mall, Ahmedabad: Brand Knowledge & KPI Analysis Of The Store
- UCB, Alpha One Mall, Ahmedabad: Brand Knowledge & KPI Analysis Of The Kids Store
- Nike Shyamal, Prahladnagar, Ahmedabad: Performance Analysis of (Summer 2018) season V/S LKL (Like To Like) (Summer 2017) of the Store

At UCB Alpha Stint (A Mall Which Is Visited By Lakhs Of People Daily From All Over India) Did A Fantastic Job In Festive Season By Lots Of Customers Engagement And Selling For Continuous 12 Hours Daily For A Month!

**Intern, Saffron Lifestyle Traders Pvt Ltd. [June 17 to July 17, Location: Nike Alkapuri Store, Vadodara]**

**Project Title: Use of Technologies in Sports Footwear of Nike and Consumer Preference in That Regard**

**Role Played But Not Limited To:**

- Day To Day Customers Engagement & Sales Of Nike Merchandises
- Conducted a Consumer Survey to know their Preference Regarding Nike Footwear Technology
- Passed Through The Basics Of Retail Operations, Nike & Saffron Brand Inductions, Seasons And Other Processes & Played Store Manager's Work

**Skills**

- **Digital Skills:** Certificate in Computer Application (C.C.A), MS Office & G Suites, Apple's All OS, Fundamentals of Digital Marketing By Google, All Social Media Platforms' MR: Both Sponsored & Organic
- **Data Skills:** Deep Data Mining, Extracting, Enhancing, Cos. & CXO's Contacts Finding
- **Design Skills:** All Major Photo & Video Editing Software & Tools Like Canva, Keynote, Adobe Suite & Many Others
- **Sales & MR Knowledge:** Conversational Sales & Conversational MR By Drift Insider,
- **Others:** Excellent Negotiator, Extra Miler for Achieving Best Result, Leadership, Resilient, High Business Acumen, Eye For Details (Market Intelligence), Integrity & Robust Ethics, Astonishing Ideator, Being More Personable & Human On The Table, Working Accurately Under High Pressure & Stress To Meet Competing Deadlines, Self-Driven

**Academic Projects & Volunteering:**

- Projects: Ultratech Cement, Asian Paints, Tata Motors, Self-Start-Up Project as a Paint Company & Self Made Decks: How To Give Effective Presentation, Guerrilla Marketing
- Achieved 10th Position in University Rankings, Intermediate Position in State Level Drawing Competition, First Position in B.B.A Programme In His Community

**Election Commission of India: (April 2017)**

Surveyor: Surveyed The Targeted Area To Know Awareness of People About Election & It's Related Activities.

(Was Responsible For Asarwa Region, Ahmedabad, Gujarat)

**Interested Spheres:**

- **Sectors Want To Explore:** Media & Entertainment (M&E), Advertising & Brand Mgt., Real Estate, IT/ITES, Internet, Education, Fashion, Lifestyle & Luxury Business, GTM, E-commerce, MICE, Hospitality | **Interests:** Data Mining, Data/Business/Market Analysis, Project Management, Hosting Podcasts, Public Speaking, Vlogging & Blogging, Digital Outreach

ACADEMIA			
MBA (Marketing)	2016 – 18	Sardar Patel University, Gujarat, India	3.12 CGPA Out of 4
B.B.A (Gen Mgt.)	2013 – 16	Sardar Patel University, Gujarat, India	7.11 GPA Out of 10

**References**

- Will be furnished upon request.

**Note**

- Connect only if you have glamorous opportunity & astounding package so you can get unprecedented work!