

ATIF HABIB (MBA-Marketing)

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PROFILE

- Proven 6.5+ years of sales & marketing experience within the hardware & software industries
- Familiar with different aspects of marketing like field sales, online sales, tele calling, digital marketing
- Attended shows, exhibitions, seminars, and travelled for sales activities to different locations.
- Helped companies in generating leads for their business through Indiamart, TradeIndia, JustDial and Google my Business. Experienced in researching potential leads from business directories, web searches or digital resources. Qualified leads from digital campaigns, conferences, references, tradeshow, etc
- Experienced in handling customer networks, customer meetings, negotiating projects both on-site and virtually
- Acquired new business & followed the complete sales cycle - Lead generations, qualification, assessment business proposal, negotiation & closure
- Have the ability to manage long sales cycles and prepare complex proposals (which includes proposal writing, SOW – Statement of work and NDA)
- Ability to understand complex business problems and develop solutions that help clients to achieve their objectives
- Good Knowledge of ERP, CRM and Software Solutions. Experienced in selling small or mid-market ERP and CRM software. Able to explain email marketing, SEO, SMO concepts to non-technical people.
- Strong computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel) and CRM.
- Experienced in Selling Software solution to international market like **USA, Canada, Australia, UK & Middle East**

KEY SKILLS

- Market Research, Lead Generation, Cold Calling, Marketing Communication, Sales Strategy, Negotiation, Connect-Convey-convince, Prospecting, Product Demonstration, Product Positioning, Deal Closure
- Software Sales, ERP lead generation, IT Sales, Web Technologies, Client Handling, Sales Management, Campaign Management, Field Sales, Corporate Sales, Enterprise Sales, Cloud Sales, CRM Sales, SaaS sales, ERP sales. Hardware sales, Cloud Product Sales, IT solution sales, mobile app/web services sells, Team Management, Customer Management, Vendor Management, International Sales, Domestic Sales, Growth Strategy
- Proposal writing, Bid Management, Network Development

HIGH LIGHTS OF EMPLOYMENT

TOTAL WORK EXPERIENCE

6.6 YEARS

Weblink Solutions
Marketing Manager

Hyderabad, Telangana
2.5 years (June-2018 – Till now)

Role Descriptions

- Responsible for the execution of marketing strategy, drive marketing campaigns and lead all marketing initiatives.
- Broad understanding of IT Services / Technologies. Creating and maintaining a database of prospect clients. Developing new business & market opportunities.
- Approve and oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Provide in-depth information to interested clients, and acts as a representative for the marketing department
- Analyze markets, create plans and strategies on how to increase market share.
- Identifying new customers and support sales and lead generation efforts
- Work within the department budget to develop cost-effective marketing plans for each product or service
- Review and optimize the design and content of all online assets including the company website and social media
- Managing a team of 1-5 people. Establish marketing goals based on past performance and market forecast
- Create excellent relationships with clients and be able to tailor products pitch according to their specifications.
- Good in Professional judgment and discretion that comes from years of experience in the field
- Research and analyze market trends, demographics, competitor products, and other relevant information
- Developing and managing advertising campaigns and Creating promotions with advertising managers
- Should have the ability to think creatively and innovatively

Client360 Cloud Enterprises
ERP Sales Consultant

Hyderabad, Telangana
1 Year (June-2017 to May-2018)

Role Descriptions

- Educated and exciting prospects by answering their questions and providing a tailored experience as required. Understood client needs and offered solutions and support
- Formally recorded each sale in the company's ERP system and provided regular reports to the function head on the status of the sales pipeline
- Delivered sales presentation/ Demonstration in person or remotely. Continuously gathered market and competitors information and provided feedback on buying trends and current campaigns
- Created a market plan with respect to selected product/service, conducting strategic planning on promotional activities including budget involvement, target audience, and market scenario.
- Looked for the sources of relevant advertising opportunities and distributing a range of marketing materials like posters, leaflets, flyers, newsletters, e-newsletters, DVDs, etc., for additional market impact
- Coordinated with event planners for providing details on the execution and progress of the event, like conferences, seminars, exhibitions, and receptions for gathering ultimate market exposure
- Conducted market research for finding out the consumer requirement, arranging consumer forums, conducting customer questionnaires
- Carried out competitor analysis, monitoring their activities regarding new product launch, their marketing policies, its reaction on consumers, etc

A N Office Systems

Sales Executive

Bangalore/Hyderabad

2.8 years (January 2013 to August 2015)

Role Descriptions

- Researching prospects and generating leads
- Investigate leads and find out about them as much as possible before contacting
- Understand all the prospects needs, problems or wants
- Handling customer questions, inquiries, and complaints.
- Preparing and sending quotes and proposals.
- Meeting daily, weekly, and monthly sales targets.
- Participating in sales team meetings.
- Maintain and develop good relationship with customers through personal contact or meetings or via telephone etc.
- Stay up to date with the latest sales trends and best practices
- Help management in forthcoming products and discuss on special promotions.
- Provide accurate feedback on future buying trends.

ACHIEVEMENTS

- Received a certificate for Attending "proficiency in English language" course by **EFLU-(Hyderabad)**
- Received a certificate for participating in "sales closing techniques" workshop by **Sales Pitch –Hyderabad.**
- Received a certificate for Attending "proficiency in assembling and maintenance of P.C" by **ATI-Hyderabad**
- Launched "SELL TO US" campaign to accumulate used Porta cabin.
- Successfully qualified in the tender floated by **BIAL & BEL.**
- Successfully collected long-pending rent from **9 companies out of 10** allocated cases.
- Sold **ERP software modules to 5 customers and 10 were under negotiation** stage during my tenure at **cherlapally IDA, Hyderabad.**
- Created training manual of **195 slides**, wrote forums Q&A w.r.t cloud-based ERP.

EDUCATION

Course	Subjects/Stream	Board/University	Qualifying Year	Result
MBA	MARKETING	JNTU-Hyderabad	2017	CGPA 7.17
B.Tech	ECE	JNTU-Hyderabad	2012	63.51%
INTER	MPC	BIEC-Patna	2005	62.77%
AISSE	SCIENCE	CBSE-New Delhi	2002	74.2%

PERSONAL DETAILS

- **Hobbies:** Reading Newspaper, Watching all kinds of advertisements, Practicing Yoga, browsing Internet,
- **Marital Status:** Married
- **DOB:** 02/08/1987
- **Passport No:** T9343059 (D.O.E 26/11/2029)
- **Language proficiency:** Hindi (R,W,S), Urdu (R,W,S), English (R,W,S)

Place: Hyderabad

Date: