



MOHAMED SULAIMAN

MARKETING EXPERT

About Me

A Highly motivated sales associate with extensive customer service and sales experience. Outgoing sales professional with a track record of driving increased sales, improving buying experience, and elevating company profile with the target market.

Education

PGDM 2015 – 2017

Thiagarajar School of Management

B.Sc Physics 2011 – 2014

Thiagarajar College

Certifications

Digital Marketing Program

Digital Scholar – 2022

PGDCA

Alagappa University – June 2016

Desk Top Publishing

Alagappa University – June 2007

MS Office

Alagappa University – June 2006

Contact

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Skills

Marketing Management

Business Development

Sales Expertise

Planning & Coordination

Problem – Solving

Time Management

Relationship Management

Client Communication

Work Experience

Anaamalais Toyota

Deputy Manager – Marketing & Sales (11'2020 – 03'2022)

- Facilitated OHSAS & ISO audits
- Actively listen to customers' requests, confirming full understanding before addressing concerns.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Prepared a variety of different written communications, reports, and documents to ensure smooth operations.
- Used coordination and planning skills to achieve results according to schedule.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity.
- Managing a CRM platform to retain customers and seek out new prospective sales.
- Listening to employee feedback and recognize employee strengths and weaknesses.

Tata Capital Financial Services Ltd

Officer – Institutional Business (09'2019 – 10'2020)

- Built excellent rapport and working relationships with Corporates and Salespeople, to build trust and improve upon communication.
- Initiated and grew the Tata cards business from 0% to 100% in a span of 3 months (Nov'19 – Jan'20)
- Coordinated with the sales team for lead updates and business conversion as per business requirements.
- Implemented innovative ideas to meet business needs.
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.

ICICI Securities Ltd

Key Relationship Manager (05'2017 – 01'2019)

- Managed Portfolio of more than 500 High Net Worth(HNW) clients.
- Educated clients on available technological tools, enabling the development and implementation of solutions to achieve personal financial goals.
- Planned portfolio solutions after carefully analyzing client's financial health and future requirements.
- Operated in a self directed environment with minimal input to solve problems and implement resolutions.
- Utilized prospecting techniques to identify potential clients and create opportunities to sell financial services.
- Successful take off with 10x of the fixed target in the first 3 months of joining.
- Consistently secured 3x of the allotted monthly target.
- AUM realized 3x of the set target value.
- Completed the annual target in 6 months with 2x target achievement for life Insurance.
- Achieved goals for the sale of Investment products and services and exceeded performance metrics for customer service.

Benelli – Super Agencies

Marketing Intern (04'2016 – 07'2016)

- Increased brand recognition in the target audience through creative promotions and marketing campaigns.
- Responsible for increasing market penetration of Benelli's premium products (Superbikes) in Coimbatore.
- Performed market analysis and researched the latest trends.
- Performed a primary survey of 233 consumers to analyze buying behavior.
- Consulted with product development teams to enhance products based on customer data.
- Took detailed notes of progress, process and industry details to better understand marketing and company protocols.
- Collaborated with team members to help expand marketing channels.
- Helped with planning and hosting of marketing events.
- Stayed updated with the latest marketing concepts and techniques.