





ZAKI AHMAD JAMI

 Phone: +91 9971079276

 E-Mail : zakijami@gmail.com

 Address: Jamia Nagar, Okhla, New Delhi, India

Result-oriented professional with 8.5 years of experience in the areas of Strategic Planning, Sales & Marketing, Business Development, Channel Management and Client Relationship Management with key focus on profitability and optimal utilization of resources preferably at Pan India & Overseas

PROFILE SUMMARY

- Resourceful in **establishing alliances/relationships & business opportunities** with business partners and offering strategically aligned business solutions
- Proficient in implementing plans to **develop new distribution channel** to expand market on the basis of regular consumer segmentation to cover the market gaps
- Excellence in managing the **performance of dealer and ensuring implementation of marketing activities**; imparted regular trainings to the dealers and sales team on products & sales strategies
- **Excellent track record in establishing** a healthy culture of excellence for revenue generation, profitability, growth of market share and customer satisfaction
- Hands-on experience in **key account management including customer segmentation, product positioning & sales cycle management**; offering extensive support with key focus on customer retention/satisfaction for continued business opportunities
- **Developed and maintained "value added" working relationships** with both internal and external stakeholders, including other Business Development team members, Account Executives, Capture Managers, Proposal Managers in order to ensure effective, efficient, and integrated implementation of business development strategies
- In-depth understanding of the marketing mix, namely: product, price, promotion, and place, to pursue organizational marketing objectives and enable marketing management decisions
- Skilled with capability to analyze and interpret unique problems, with a combination of training experience and logical thinking to find the right solutions
- Expert at managing teams to work in synchronization with the corporate set parameters & motivating them for achieving business and individual goals
- An effective communicator with exceptional analytical, technical, negotiation and relationship management skills with the capability to relate to people at any level of business and management

KEY SKILLS

Sales and Marketing
Market Analysis & Research
Revenue & Business Growth

New Business Development (International)
Capacity / Territory Management
New Product Launch & Promotion

Key Account Management
Workflow Management
Reporting & Documentation

TECHNICAL SKILLS

SAP MM / ERP

Internet Applications

MS Office Applications

SOFT SKILLS

Positive Attitude
Communicator

Change Agent
Collaborator

Interpersonal
Analytical / Strategic Thinker

WORK EXPERIENCE

Since Jul'21 – Present with Majestic Basmati Rice Pvt Ltd (JVS group), Bhopal as Export Sales Manager.

Key Result Areas:

- Responsible for sales of Basmati rice to Gulf countries
- Working on a daily basis in order to find quality leads
- Organizing meetings with clients to discuss rice procurement, consumption, volume, end customer, packaging, labelling, and payments
- Generating quotations and preparing samples based on discussions with the client; keeping clients informed about current market movements
- Presenting at weekly board meeting regarding preparation of shipping reports, comprising of payment, destination, and other details

- Using FMS to keep track of all shipments (Flow Chart Management System)
- Creating an action plan/activity for existing markets and scouting for new ones
- Maintaining sales performance by analysing market trends, pricing, and competition movement
- Participating in a variety of exhibitions and activities

Mar'18 to Jan'21 with Lily International (FMCG Distribution Company), Republic of Maldives as a Business Development Manager.

Key Result Areas:

- Monitored sales of Nestle, Maggi, Virginia Green Garden (canned food), Cooking Oil, Basmati Rice, and Beverages sales (Water, Coffee, Juice & RTD)
- Led HORECA sales (RESORT)
- Discussed about new opportunities, scheduled meetings with the Purchase Manager, Chefs, F&B Manager, or Director
- Performed activities such as improved sales potential via a variety of channels and attained the organization's target and objectives as scheduled; interacted with customers and assessed their requirements
- Developed and implemented strategies for existing and new enterprises in the targeted market, as well as gathered customer feedback and conducted market research

Apr'16 to Feb'18 with Middle East Transport Company Ltd (Middle East Group), Saudi Arabia at Jeddah as an Assistant Sales Manager.

Key Result Areas:

- Formulated and maintained business strategies to increase the organization's sales and revenue
- Visited new ventures on a frequent basis to secure new contracts for the company
- Managed consumer questions over invoices and payments
- Sent trucks to GCC countries as well as within Kingdom; assisted during the loading and unloading of vehicles
- Obtained payments from clients within the credit period and negotiated with the client for transportation process
- Produced quotations in accordance with the agreement; ensured delivery of goods on time as well as tracked shipments
- Prepared reports / documentation for vehicle planning and export by road
- Followed up and reported the status about vehicle delivery to customers on a regular basis
- Submitted daily business visit report to the Transport Manager, as well as maintained and established relationships with existing clients in order to maximize load

Jan'13 to Dec'15 with Haldiram Manufacturing Co Pvt. Ltd (FMCG company deals in Snacks, Sweets, Beverages & Ready to eat foods), Gurgaon as a Sales Supervisor.

Key Result Areas:

- Led a team of 5-6 employees in the development of new clients
- Managed and recorded the General and Modern Trade sales
- Generated revenue by establishing a new consumer base
- Provided prompt customer service to existing consumers; followed up for leads and samples that sales team had provided
- Partnered on sales, marketing, and operations with colleagues and peers to achieve overall customer satisfaction
- Supervised and improved total sales efficiency and profitability and achieved the sales target
- Built market growth prospects / opportunities and channels to increase volume of sales
- Developed and maintained great business connections with current clients, as well as seeing new prospects
- Resolved questions from customers about items, prices, availability, product applications, and credit conditions

EDUCATION

- PGD in Business Administration (Marketing) from Symbiosis Centre for Distance Learning, Pune, 2012
- BA in Economics from Delhi University, Delhi, 2007

CERTIFICATIONS

- Completed certification in Digital Marketing by Google Digital Unlock, 2020
- Attained training in SAP (Material Management Module) by Aroma Campus, Noida, 2018
- Completed the following courses:
 - Advance Diploma in Modern Arabic Language from Delhi University
 - Diploma in Modern Arabic Language & Translation from Delhi University
 - Certificate in Modern Arabic Language & Translation from JamiaMilliaIslamia University

PERSONAL DETAILS

Date of Birth	7 th November 1986
Languages Known	English, Arabic, Hindi and Urdu
Passport No.	Z6011349
DL No.	BR-0920130024569
Nationality	Indian
Marital Status	Single
No. of Dependents	0