



MESUM SHAIKH

Marketing

CONTACT

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PROFILE

A highly motivated and results-driven Marketing and Sales professional with 10 years of experience in driving revenue growth and market expansion. A graduate of Mumbai University (2011), I have honed my skills across various industries, developing a deep

EDUCATION

New Habib High School

passed Secondary schooling in 2005, from Mumbai State Board with 2nd Grade

Mumbai University

Passed Higher Schooling in 2007 from Mumbai University with 2nd Class.

Mumbai University

Passed Graduation in Bachelor in Commerce in 2011 From Mumbai University with 2nd Class

WORK EXPERIENCE

Exponential (Sales)

2011-2013

We Work OLX India, Call the customer for the listing in OLX. Even we do site visit

First Source (Customer Support)

2012-2013

Handle the Customer Query and give the Proper Solution Including upselling.

Yuva Foundation (Working President)

2016-2020

Handle the marketing Digital and Offline to get the Donation. Plan the events and Handle the Team

Adwolf Pvt Ltd (Area Sales Manager)

2021-2023

Handle the Sales for Navi Mumbai. Handle the Teams. Achieve the Team Target. Handle the Customer Queries.

MIT Vishwashanti Gurukul School (Marketing)

2023 - Till Date

Handle School Marketing Online & Offline. Our main aim to get the Admissions. Plan events, Outdoor Branding, School Branding.

understanding of market trends, customer behaviour, and sales strategies. My expertise includes lead generation, client relationship management, market research, brand development, and digital marketing.

With a proven track record of exceeding sales targets and building long-lasting client relationships, I am adept at developing tailored marketing strategies that resonate with target audiences and drive business success. Known for my strong communication skills, adaptability, and ability to work cross-functionally, I thrive in dynamic environments and am passionate about contributing to a company's growth and success.

SKILLS

Marketing Skills

- **Digital Marketing:** Expertise in SEO, SEM, and social media marketing.
- **Content Marketing:** Creating engaging blogs, videos, and infographics to drive traffic.
- **Email Marketing:** Crafting effective email campaigns to nurture leads and customers.
- **Data Analytics:** Using tools like Google Analytics to analyze and interpret campaign performance.
- **Brand Strategy:** Developing and maintaining a strong brand identity and positioning.
- **Market Research:** Conducting surveys, focus groups, and competitive analysis.
- **Social Media Management:** Curating and scheduling content for platforms like Instagram, Facebook, LinkedIn, etc.
- **Influencer Marketing:** Collaborating with influencers to reach new audiences.
- **Paid Advertising (PPC):** Managing Google Ads, Facebook Ads, and other paid campaigns.
- **Conversion Rate Optimization (CRO):** A/B testing and improving landing pages to increase conversion rates.

Sales Skills

- **Prospecting:** Identifying and qualifying potential leads.
- **CRM Management:** Proficiency in tools like Salesforce, HubSpot, or Zoho CRM.
- **Negotiation:** Closing deals with favorable terms for both parties.
- **Sales Presentation:** Crafting and delivering impactful pitches to clients.
- **Lead Nurturing:** Building relationships with leads until they are ready to convert.
- **Objection Handling:** Addressing and overcoming customer concerns or hesitations.

- **Upselling & Cross-selling:** Identifying opportunities to increase revenue from existing clients.
- **Customer Relationship Management:** Developing long-term relationships with customers for repeat business.
- **Sales Forecasting:** Predicting future sales trends and setting realistic targets.
- **Cold Calling/Emailing:** Reaching out to potential customers in a compelling and persuasive way.

DATE

PLACE

MESUM SHAIKH