

MUHAMMAD SALAHUDEEN

Marketing Manager

www.linkedin.com/in/muhammad-salahuddeen-9045b315b/



About Me

Over 2 years of experience in the Marketing field as a Marketing Manager. An organized and effective strategic marketer and project manager, skilled at seeing the big picture and identifying tasks to facilitate on-time and cost-efficient completion. Proven leader and team player; adapt at supervising and supporting team members to achieve personal and professional goals.

My Contact

✉ mskv25@gmail.com

☎ +971- 522320460

📍 Al Khawaneej , Dubai, UAE

Personal Info

Visa Status : Work Visa

Valid Till : 24-Jan-2024

Holding Valid UAE

Driving License (Manual)

Education

Master of Philosophy in Business Administration

Bharathidasan University, India
2019-2020

Master of Business Administration HR & Marketing

Bharathidasan University, India
2017-2019

Bachelor of Commerce

University of Madras, India
2014- 2017

Hard Skill

- Technological Proficiency
- Data mining and analysis
- Cultural Understanding
- Business valuation
- Communication
- People & Project Management

Soft Skill

- Observation
- Decision making
- Adaptability
- Multi-tasking
- Work ethic
- MS Office

Languages

- English
- Malayalam
- Tamil
- Arabic
- Hindi

Professional Experience

Marketing Manager at Shaklan Group Corporate Office, Dubai

September 2021- Present

Key responsibilities:

- Assisting Director with strategic plans on key decision making process such as Sales Promotion,s strategic Pricing Decisions on E-Commerce, Sales Promotion Campaigns, etc.
- Negotiating with E- Commerce partners on pricing, financial terms during renewal & new contracts.
- Supervised offer strategy for all consumer marketing initiatives involving third-party merchant offers
- Examine past performance of campaigns to improve marketing effectiveness.
- Manage and evaluate the e-commerce operations and processes.
- Build strategic relationships and partner with key industry players, agencies and vendors.
- Present ideas and final deliverables to internal and external teams, and communicate with senior Directors about marketing programs, strategies, and budgets.
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.
- Prepare reports on the above information and communicate the insights of these reports to the broader business
- Consult with the management team to develop long-term commercial plans.
- Suggest budgets and improvements based on the above information

Operations Co-ordinator at Danyaw International

September 2020- August 2021

Key responsibilities:

- Provided support to the General Manager, Owners and overall business operations in the areas of Customer Service, Finance, Human Resources, Manufacturing, Quality and Supply Chain Management Maintained configuration control for all documents per Quality System.
- Planned and paced work efficiently in order to meet daily, weekly, project or production goals.
- Received and correctly processed both written and verbal instructions, prints and work orders.

Projects

- A Study on Performance Appraisal at Airports Authority of India, Tiruchirappalli.
- Modelling the Impact of Arline services quality on passenger's satisfaction and their re-fying Intention with special reference to major Indian Low-cost Airlines