



# MOHAMMAD IQBAL LABBAI

AFTER SALES COORDINATOR – KEY ACCOUNT AND  
CONTRACTS MANAGEMENT

055 329 2542

## ABOUT ME

A professional with more than 6 years of experience in Key Account Management, Contract Management, Customer Relations Management, Documentation

## ACHIEVEMENTS

Successfully managing more than 400 accounts along with key account for more than 5 years.

Won 2nd Price in Employee Suggestion Campaign 2017 conducted by Al Arabia Elevators

Cleared Bureau Veritas QMS ISO 9001:2015 Internal Auditor Training Program

Won “Employee of Month Award” for best performance in Al Arabia Elevators.

A **MBA in Marketing** with 10 years of experience in BTL, ATL, Channel Development, Retail, After Sales etc in India.

Winner of ‘**Quick Hit**’ award for **Best Branding and PR activities** in Armstrong World Industries India Pvt. Ltd. In the year 2011.

Winner of **Appreciation Certificate** from **Nitco’s MD** for successfully handling **12 Mega events** in the year 2009

## WORK EXPERIENCE

### AL ARABIA FOR ELEVATORS & MOVING SYSTEMS (JUMA AL MAJID GROUP)

#### AFTER SALES COORDINATOR

(Key Account and contracts Mgmt)

CURRENT EMPLOYER 01/05/2016 - TILL DATE

- Developing entrusted and long relationship with all clients
- Building KYC for each key accounts and knowing potential of the customer
- Resolving commercial complaints and acting as bridge for operational issues
- Ensuring the customer satisfaction thru analysing, reporting and acting on Quality Audits
- Working with operations, accounts and top management to deliver reliable and quality services
- Ensuring the process of new lift handovers from installation team
- Liaising with legal team for agreeable terms of contract with client.
- Preparing timely Agreements / Contracts / Quotation for Renewal and new acquisition
- Dispatching the Contracts and ensuring the timely reach to customers
- Constant followup and negotiation with customer for contract renewal & for outstanding payments
- Uploading the contract in the Oracle System
- Support & engage in CRM system development with IT team.
- Customer Data Management, Report generation and review

### ASSOCIATE DECOR LTD.

#### DY MANAGER BRANDING & COMMUNICATION

16/04/2012 – 31/01/2016

- Developing Marketing strategy, Marketing calendar & Budgeting
- Doing Brand Launch, Brand Visibility, Brand Awareness and Brand Pull
- Designing & Executing Brand/Customer Loyalty Programs
- Public Relations
- Yearly Media Strategy for In Door and Out Door (OOH) Medias, Media planning & Media buying
- Events Management & Exhibitions Management

## CONTACT DETAILS

055-3292542



Sharjah, UAE



iqballabbai@gmail.com



## LANGUAGES KNOWN

English

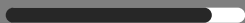
Hindi / Urdu

Tamil

Malayalam

## SKILLS

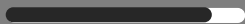
Key Account Mmgt



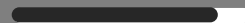
Customer Relation



MS Excel, MS Word, MS PPT



Oracle & SAP



## OTHER DETAILS

License No. 4043281

Marital Status – Married

Date Of Birth – 12 April 1984

- E mail Marketing & SMS Campaign
- Website Content Development, Website Renovation & Updating, Website Traffic Analysis
- Retail Branding, Retail Walk in Drive, Customer Loyalty Programs & Visual merchandising
- Coordination with Sales Team, Sales Support, Logistics team and transporters.
- Vendor Coordination for Printing, Fabrication, Distribution and Bill Processing

## ARMSTRONG WORLD INDUSTRIES (I) PVT. LTD. MARKETING EXECUTIVE

12/04/2010 – 15/04/2012

- Brand Communications & Branding
- Marketing Collaterals, Merchandising and Marketing Support
- Public Relations, Print Media & Hoarding
- Events and Exhibitions
- E mail Marketing, SMS Campaign,
- Website Content Development, Website Renovation & Updating

## NITCO TILES LTD. SR. MARKETING EXECUTIVE

07/03/2007 - 09/04/2010

- Retail/Showroom Launch
- Retail / Showroom Promotions & Branding
- Tiles, Marble, Mosaic Display/ Visual Merchandising
- Public Relations
- Event & Exhibitions
- Print Media, Outdoor Media such as Bus & Train Advertising, Hoarding and Gantry etc.
- SMS Campaigns & E Mailer and Website.
- Reporting and Analysis

## EDUCATION

POST GRADUATION - PGDBM in Marketing & Retail 2005-2007  
Bharati Vidyapeeth Institute of Management Mumbai University

GRADUATION – Bachelor in Management Studies 2002-2005  
Ramniranjan Jhunjhunwala College Mumbai University

## TRAINING / COURSE COMPLETED

- COMPLETED ADVANCE EXCEL TRAINING – Certified By Formatech Dubai (Microsoft Certified Trainer)
- Attended & Passed Internal Auditor Training Course conducted by Bureau Veritas Dubai