

Imran Nazar Sait



Indian



+966591146434



imrannazarsait@gmail.com



Al Azizia, Riyadh, Saudi Arabia

Personal Summary

A capable and result oriented professional with 5+ years' experience in Retail Marketing and 5+ years' experience in multinational environment based in U.K, currently looking for a challenging position that will further develop my career and professional growth by making the best use of my knowledge and abilities for achieving the organizational goals.

Major Achievements

- Successfully implemented new marketing notion to enhance customer delight which improved the sale and brand awareness
- Branding through NestO Super Cup 2017, a phenomenal football match ended in a great success in NestO history
- Carried out with the team to display the Saudi Arabia's largest cake as a master piece attraction
- Stunning negotiation with vendor which helped the company to save every month an amount of SR 50,000 for the year 2019
- Initiated events and pipelined sales through digital marketing
- Have been a key player in implementing A3 wallets in UK (Potential saving of \$ 90000/- per week in EU level).

Work Experience

(June 2015 – Ongoing)

Nesto Group of Companies, Riyadh, KSA Marketing Manager

Duties and Responsibilities:

- ✓ Strategies & Campaigns to get the word out about our company to drive immense traffic to our door.
- ✓ Be in charge of marketing budget and allocate/invest funds wisely.
- ✓ Direct reporting to MD with 10+ Graphic Designers working within the team.
- ✓ Deploy marketing campaigns and their implementation from ideation to execution.
- ✓ Review various promotional flyers, marketing materials and recommend changes if any.
- ✓ Handling customer complaints/grievances.
- ✓ Manage and run ads for social media platforms especially Facebook, Snapchat, Instagram, TikTok, and YouTube.
- ✓ Evaluating the reach through the insights for social media channels.
- ✓ Fair knowledge in Google my Business, Google analytics, Google AdWords, FB business account Etc.
- ✓ Produce valuable and engaging content for our website that attracts and converts our target groups.
- ✓ In good relation with media and publishers to ensure day to day promotional activities.
- ✓ Closely monitor marketing designs and ensuring creative output for social media users.
- ✓ Preparing and executing the events and promotional calendars for a month ahead.
- ✓ Continuous follow up and rigorous promotions on "Inaam, Rewards in Return" loyalty program making it to 55% from 25%.
- ✓ Build strategic relationships and partner with key industry players, agencies and vendors.

(September 2012 – December 2014)

Amazon.co.uk, Hemel Hempstead, UK Procurement Associate

Responsible for working in close association with vendors and suppliers thus helping in managing the logistics and procurement activities of the company. Ensuring the purchasing department works in accordance within the range of operational policies of the company.

Duties and Responsibilities:

- ✓ Responsible for timely placement of orders, supply/ demand alignment and stock replenishment.
- ✓ Raising Purchase Order and Electronic PO via Share point and Oracle.

Education

(May 2020)

Executive Program on Digital and Social Media Marketing Strategy

Indian Institute of Management Calcutta (IIMC), Calcutta, India

(July 2011)

Master's in Business Administration, Human Resources & Project Management

Liverpool John Moore's University, Liverpool, England

(April 2008)

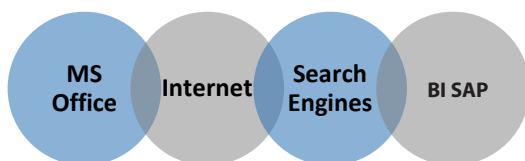
Bachelor's in Information Technology

Cochin University of Science and Technology, Kerala, India

Professional Skills

- Social Media Management
- Online & Offline media marketing
- Budget Management
- Team Player & Strong Negotiation Skills
- Effective communication skills.
- Lifelong learning and self-development.
- Problem-solving and decision-making.
- Creativity.
- Stress management.

Computer & Languages



English ★★★★★ Kutch ★★★★★
Hindi ★★★★★ Malayalam ★★★★★

- ✓ Follow up each and every purchase to get it recorded in Oracle before the payment gets on hold.
- ✓ Continuously monitoring, evaluating and improving supplier performance.
- ✓ Sourcing affordable materials for the company without compromising in quality.
- ✓ Controlling and maintaining the purchase budget.
- ✓ Help and coordinate to prepare required legal documentation.
- ✓ Interact with other Fulfillment Centers to implement best practices and maintain consistency throughout the retail process.
- ✓ Resolving payment issues with vendors to positively influence spending decision.
- ✓ Transferring all the excess stock to different sites within UK to help maintain adequate stock levels.
- ✓ Keeping regular contacts with the suppliers in order to renegotiate the process thereby getting the best prices for the company.
- ✓ Self-driven to promote a safe working environment.

(August 2011 – September 2012)

Amazon.co.uk, Hemel Hempstead, UK Site Supervisor

Recruited to Supervise and direct all staff and ensure they are adequately trained and competent to carry out their duties. Coordinate inventory management and to ensure the stock level is maintained throughout the Amazon FC (Fulfillment Center).

(September 2009 – April 2011)

Kentucky Fried Chicken (KFC), Liverpool, UK Shift Manager

- ✓ Manage all aspects of food service operations for different locations in Liverpool.
- ✓ Documenting the stock count and re ordering the quantity level on a regular basis and lead time management.

Interests

