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# DUJAAN A QURAISHI

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## PROFESSIONAL SUMMARY

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Innovative Marketing Specialist ready to apply skills and 4 years of experience to new position of brand manager or similar with long-term potential. Offering deep understanding of products, market conditions and customer preferences along with enthusiasm for working in Retail and B2B market.

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## WORK HISTORY

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**Marketing Executive**, 01/2018 – Current

**Unified Lubricants Company For Petroleum Products Ltd.** – Jeddah, Saudi Arabia

- Implemented strategies to engage existing customers and attract new customers, increasing sales engagement by 67% over 2 years.
- Supported sales team with promotions and campaign planning, selecting and advertising on appropriate marketing formats including website content, social media and branding, increasing brand visibility.
- Contributed to overarching marketing strategy through trade promotions and branding, managing implementation of marketing activities.
- Acted as lead copywriter for all marketing communications including campaign messaging, website content development, Branding, POSM employing strict attention to detail to produce engaging, error-free copy.
- Maintained quality control procedures for marketing communications prior to print and online publishing by thoroughly reviewing, editing and approving or rejecting assets.
- Maintained advanced industry knowledge through regular market survey and customer feedback, supporting wider sales team and strategy by providing insights on relevant trends.
- Outlined and created digital and print collateral including brochures, proposals, fact sheets, presentations and Flyers with expert designing .
- Tracked and reported on sales in CRM B2C on monthly basis, employing attention to detail to avoid errors.
- Attended & Organized events, promoting and championing PETRONAS lubricants to heighten brand reputation.
- Built brand awareness through outdoor and indoor branding of retail outlets and providing with POSM for improved company growth.
- Built and maintained excellent working relationships with local retailers, ensuring PTERONAS availability and visibility to facilitate sales.
- Maintained up-to-date knowledge of industry trends, consumer behaviour and competitor activity to develop effective sales initiatives.
- Proofread all marketing collateral ahead of printing to identify and correct errors.
- Successfully tracked & managed annual marketing budgets of SAR. 3.8mil
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.

**Sales Engineer**, 08/2016 – 12/2017

**Unified Lubricants Company For Petroleum Products Ltd** – Jeddah, saudi arabia

- Gained customer trust through simple product demonstrations and explanations of cost-saving potentials.
- Assisted B2B clients to select products or services best suited to their needs with extreme care and

attention.

- Built outstanding client relationships through same day delivery, growing repeat spends.
- Utilized comprehensive lubricants technical knowledge to provide expert advice to clients, aiding further sales opportunities.
- Maintained and demonstrated outstanding product knowledge, securing first orders sales to aid team success.
- Delivered monthly revenue of SAR 250,000 on average through developed sales, relationship-building and negotiation abilities.
- Pitched and presented Petronas products to B2B audiences.
- Used strategic tactics in lead and sales generation processes, assisting department success against established targets.

**Sales Engineer**, 12/2015 – 07/2016

**Confran Lubricants** – Medina, Medina Region

- Handled daily customer meetings, sales calls and account management tasks.
- Qualified prospects to determine potential for future sales and prioritize conversion efforts.
- Established and maintained client relationships through superb communication.
- Leveraged industry, competitor and product knowledge trends to shape value-added solutions and approaches.
- Proactively identified and solved complex strategy problems that impacted sales management and business direction.
- Brought in and proactively serviced 4 accounts to grow existing territory by SAR 80k monthly.
- Performed post-renewal tasks by booking orders, and maintained accurate records of renewal opportunities and contract records.
- Drove new clients and avenues to build relationships and grow business opportunities.

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## SKILLS

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- Digital marketing
- Branding
- Strong communication
- Data Analysis
- Microsoft Office
- Promotional Planning
- Brand Strategy Development
- B2B Marketing
- Content Marketing
- Social Media Campaigns
- Sales Tracking
- Customer relationship Management
- Budget development and management

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## EDUCATION

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**Bachelor of Technology:** Petroleum Engineering, 05/2015  
**Jawahar Lal Nehru Technical University** - Hyderabad