



**Senior Sales & Marketing Analyst** – Specialized in data analysis and performance evaluation reports, researching future trends, markets, and solutions in a continuous effort to increase overall productivity & provide support to the management and concerned departments in making effective business decisions towards growing the business and achieving company's objective & vision.

## MOHAMMED ABDUL MUJTABA

**Mobile:**  
00966-541951452

**E-Mail:**  
[mujtaba.exports@yahoo.com](mailto:mujtaba.exports@yahoo.com)

### Iqama Status:

- Transferable

### Current Salary:

- 8000 SAR/Month plus Incentives & Bonus

### Education:

#### **Master of Business Administration**

2012 – 2014, Osmania University, Hyderabad, India.

#### **Bachelor of Technology**

2005– 2009, JNT University, Hyderabad, India.

### Experience:

- 7 years' Experience in Sales, Marketing & Data Analysis

### **Sales Analyst:**



**Aug 2017 – Present**

**Gulf Packaging Industries Limited** (Jubail, Kingdom of Saudi Arabia)  
<http://gulfpack.com.sa/>

Gulf Pack, fully owned by Al Rajhi Holding, a prominent Saudi business family, is best-known as an industry leader of BOPP Films in the region, with state-of-the-art production lines and one of the top BOPP producers in the world.

### **KEY RESPONSIBILITIES:**

- Compile, Assess, analyze, and report sales data for the organization.
- Mining the sales data from Oracle/Business Intelligence and matching the sales versus actual dispatched/interface module on monthly basis.
- Providing actionable insights to guide the sales and marketing teams.
- Contributing to the development of sales plans and objectives.
- Monitoring and evaluating sales performance.
- Examine monthly, quarterly, and annual sales reports to identify sales patterns and areas for improvement.
- Assess market data, Resin Prices, including External Data, to identify areas where the company can increase its efforts.
- Use previous sales data and market trends to develop forecasts and projections.
- Develop reports showing expected sales and the potential effects of new strategies to aid in decision-making
- Work closely with marketing, sales, Finance, and management personnel to develop forecasts and examine the potential Sales Revenue effects of various proposals
- Studies on demand and supply statistics in global markets and assist the management to target the sales based on the available potential.
- Prepares collection targets for sales team through accounts receivables aging.
- Preparing the consolidation of contribution / profit margin reports results in identifying the weaknesses and strengths for effective business decisions.
- Prepare collection reports (target vs. actual) to assist sales team in meeting their target and then presents the results to the management.
- Organize Yearly Budget and advice on future budget development.

## Technical Education:

- Diploma in Microsoft Office application
- Diploma in Java, HTML,
- Proficient in Oracle Application
- Expert in MS-Excel
- Expert in PowerPoint
- Knowledge of SQL
- Tableau / Power BI
- Photoshop
- Illustrator
- Easily adapt to ERP based application

## Other Skills:

- Strong research & analysis
- Project management
- Strong decision maker
- Complex problem solver
- Strong communication
- Work Independently
- Team Coordination
- Innovative
- Creative Design

## Languages:

English – Expert  
Urdu – Native  
Arabic – Basic

- Examine Operational budgets & Sales to identify business areas that are not providing a return on investment (ROI) for the company.
- Evaluates the status of customer Rebates on attaining the committed quantities based on supply contracts.
- Efficient in preparing the Graphs/charts in excel for business meetings presentations.

## Data Analyst:

Aug 2015 – Jul 2017

**Medaad Food Company** (Olaya, Riyadh, Kingdom of Saudi Arabia)

<http://signaturesnacksco.com/>



### KEY RESPONSIBILITIES:

- Prepares the trade promo plans in terms of Listing, Distribution, Displays, promotions, Rebates, etc., in targeted channel for potential customers and assist in designing POS materials.
- Prepare and organize the sampling campaigns to promote the products and to create Brand awareness among consumers
- Establish and maintain the tracking system for each trade marketing activity and assist the trade marketing department in controlling the whole commercial budget
- Maximize off take on company brands through developing best in class Point of Sale Material (POSM) with Trade Marketing team, Brand Managers & Sales Team
- Leads informational sessions for staff to demonstrates new marketing trends and strategies.
- Suggests adjustments and revisions to promotional strategies to improve sales and profitability.
- Assists in implementing budget and marketing campaigns and evaluates results.

## Sales Assistant:

May 2010 – Apr 2012

**Notions Group L.L.C**, (Dubai, United Arab Emirates)

[www.notionsgroup.com](http://www.notionsgroup.com)



### KEY RESPONSIBILITIES:

- Develop weekly and monthly sales achievement (and lost sales) reports.
- Formulate the Price value Chain ( from FOB to RSP ) with respect to each country/market and also with the regulations of the customs
- Prepare proposals for new and existing customers and facilitate showing of facilities and services.
- Contract bookings and assist sales consultants in the execution of sales processes.
- Generate lists of prospects and contact them by following standard operating procedures.
- Prepare sales-related documents such as contracts and event orders.
- Ensure customer satisfaction by accurately processing order.