

Ahammed Ramzan Salim

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Profile Summary

Results-driven retail marketer with a proven track record in developing and executing strategic marketing initiatives. Expertise in driving sales growth, enhancing brand visibility, and optimizing customer engagement. Strong analytical skills and a customer-centric approach to create impactful marketing campaigns. Effective in cross-functional collaboration and adept at leveraging data-driven insights to achieve business objectives.

Career Objective

Looking for a highly responsible and diverse management role in the related field where I can apply my experience towards helping lead, manage and support objectives set by a market leading and ultimately very ambitious organization.

Career Snapshot

2023 - Till	MARKETING EXECUTIVE <i>Maylaa International Trading LLC</i> <i>Dubai, UAE</i>
2020 – 2023	MARKETING & OPERATIONS EXECUTIVE <i>Line Investments & Property LLC.</i> <i>(Shopping Mall Division of Lulu Group Intl) Abu Dhabi, UAE</i>
2016 - 2020	TOUR EXECUTIVE <i>Al Rayyan Holidays Ltd., Kochi, India</i>

Academic Projects

Travel & Tour Management - The **Travel & Tourism** industry is still one of the largest single businesses in the world. It operates massively on a global scale. It embraces activities ranging from the smallest seaside hotel, to airlines, multi-national hotel chains and major inter-national tour operators.

Key Competencies

- Strategic Marketing & Campaign Management
- Event & Budget Planning
- Social Media Marketing
- Leasing & Specialty Leasing
- Operations & AMC Handling
- Conducting Exhibitions, Events & Promotion
- Luxury Retail Branding & Promotions
- Supplier Management

Academic Qualification

**Master of Business Administration
in Human Resources (2017-2019)**
Bharathiar University, India

**Bachelor of Computer Application
(2012-2015)**
Mahatma Gandhi University, India

Personal Information

Nationality
Indian
Passport Number
N5971615

Personal Data
Gender: Male
DOB:29-AUG-1994
Marital Status: Married

Languages
English, Hindi, Tamil, Malayalam

Driving License
UAE, Indian Driving License

IT Skills

MS Office 365, Google Digital Garage & LinkedIn Marketing Labs Certifications, Windows OS, Email, Internet & Computer Apps

Occupational Profile

MARKETING EXECUTIVE

**Maylaa International
Trading LLC.**
Dubai, UAE
*(Leading Luxury Goods
Retailer)*

Job Responsibilities:

- Developed and executed comprehensive marketing plans for Maylaa International's entities, ensuring alignment with brand identity and business goals.
- Organizing and oversee advertising/communication campaigns (social media, Radio, TV etc.), exhibitions and promotional events. Finding potential locations for outdoor advertising to create brand visibility.
- Spearheaded 360-degree marketing campaigns, combining digital and offline strategies to enhance customer engagement and brand awareness, working closely with mall management for advertising opportunities, including digital screens and promotional spaces.
- Partnered with over 100 international suppliers to promote their brands through co-marketing initiatives in retail outlets, maintaining strong relationships with mall management, media outlets, and influencers to maximize marketing reach
- Managing promotional activities for multi-branded retail stores, including Karji Perfumes and Atelier Perfumery, showcasing luxury perfumes and niche fragrances.
- Planning and coordinating in-store events, podium activations, and brand launches to attract customers and boost foot traffic, Designed and executed visual merchandising strategies for luxury retail outlets, ensuring a premium shopping experience.
- Negotiating partnerships to secure advertising support and collaborative promotions for Maylaa's brands, Review store KPI's on a regular basis and adapt actions accordingly.

MARKETING & OPERATIONS EXECUTIVE

**Line Investments &
Property LLC.**
Abu Dhabi, UAE
*(Shopping Mall Division of
Lulu Group International)*

Job Responsibilities:

- Developing and executing of marketing plan for the year. Prepare PPT, charts, reports and documents for department.
- Handling day-to-day responsibilities of all marketing communications & Operations for the mall.
- Generating revenue by renting out the advertisement & promotion spaces available in the mall. Achieve specialty leasing income goals established by Management.
- Coordinating with event teams for organizing various exhibitions, promotional activities to increase foot fall to the mall.
- Developing marketing plans, advertising, campaigns, maintain mall website & handling social media channels to enhance audience engagements etc.
- Supervise, guide and mentor the Mall Operations team reporting into and take full responsibility in identifying potential talent and timely supporting professional development.
- Maintains files to ensure that documentation is up to date at all times, manage the flow of all lease related documents & prepares various leasing supporting forms for managerial approval.
- Handle all conflicts and dispute situations amongst tenants, customers, mall visitors with help of security, in a smooth manner avoiding any disruption to mall operations.

TOUR EXECUTIVE

Al Rayyan Holidays Ltd.
Kochi, India
*(Leading Travel & Tour
Operators in Indian Travel &
Tourism Industry)*

Job Responsibilities:

- Provides travel information and answers to the enquiries by tourists.
- Assist with database management, creating itineraries, handling of bookings and travel documentation.
- Makes reservations for sightseeing tours, sporting events, theatre trips, etc.
- Help tourist's to plan their trips to domestic or international destinations, accommodation, transport, and fares.
- Research various destinations and means of travel regarding prices, customs, weather conditions, reviews etc.
- Use promotional techniques and prepare promotional materials to sell itinerary tour packages.
- Attend conferences to maintain familiarity with tourism trends.
- Create and update electronic records of clients & Maintain relationships with key persons.