

Mohammed Kashif

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Profile

Sales Manager

Work experience

09/2023 – 03/2024
Kolkata, India

Business Development Executive EduKyu

- Achieved business growth by effectively coordinating requirements, developing and negotiating contracts, and seamlessly integrating contract expectations with overall business operations.
- Assiduously monitored and responded to all daily correspondences and customer interactions.
- Collaborated as a leader in the implementation and acquisition of services, ensuring seamless and efficient operations.

02/2023 – 05/2023
Kolkata, India

Field marketer Outlook India

- Planned and executed targeted marketing campaigns to drive brand awareness and increase lead generation in specific geographic areas.
- Conducted market research and analysis to identify key customer segments and develop tailored messaging strategies for maximum impact.
- Collaborated with cross-functional teams to coordinate event logistics, promotions, and materials for successful field marketing activations.
- Tracked analytics and KPIs to measure campaign performance and ROI, making data-driven decisions to optimize future marketing strategies.

10/2021 – 10/2022
Mumbai, India

Executive- User Engagement Whitehat Jr.

- Delivered exceptional office support services to optimize operational efficiency.
- Managed a high volume of incoming calls and emails, ensuring timely and accurate response to customer queries, resulting in a 20% reduction in response time.
- Proactively engaged with customers to identify their needs and recommend appropriate solutions, resulting in a 15% increase in upselling opportunities.

Education

03/2004 – 03/2016
Kolkata, India

Commerce | 10th Division South City International School, Kolkata

03/2017 – 03/2019
Kolkata, India

Commerce | 12th Division(XII) Delhi Public School Megacity, Kolkata

03/2019 – 03/2022
Kolkata, India

Bachelor Of Management Studies | BMS Honours St. Xavier's University

03/2022 – 03/2024
Kolkata, India

Marketing | PGPM Icfai Business School, Kolkata

★ Achievements

Edukyu

Performer of the Month- October(2023), January(2024), February(2024)
Highest Revenue generator of a drive

Sports

Inter-school, Inter-college cricket player
Man of the match award(School Level)
Man of the match award(College Level)

Education

State level Abacus runners-up
Extempore Winner(school Level)
Elocution Winner(Hindi)(School Level)

🔧 Skills

Digital Marketing
PROFESSIONAL

Public Speaking
PROFESSIONAL

Emcee
PROFESSIONAL

🎯 Hobbies



Exploring distant
lands



Capturing
moments



Feeling the music



Every kind of
sport

📊 Graphs



Sales(Field, FMCG,
Counseling, Tele)



Leadership



Marketing(consultation
support, services,
digital)



Public
Presenter(Emcee,
PPT, Debate,
Elocution,
Theatre)

👤 Social Media



@Mohammed
Kashif



@Kashif_191

★ Strengths

Management

Closing sales

Flexibility

Responsibility

Thoughtful

📖 Publications

A comparative Analysis of consumer perception towards online shopping sites- A study on Snapdeal and Myntra