



Overview

- ❖ Accomplished Professional with extensive years of experience in Sales & Marketing, with Construction/Building Material in the UAE
- ❖ Worked with GULF PAINTS, DUBAI, as Senior Sales & Marketing Executive.
- ❖ In-depth expertise CRM and developing new Business Ventures a cross-department, and established new sales strategies.
- ❖ Proficient in managing Worthy customers for running & achieving successful targets provided by the company.
- ❖ Contributed to bottom-line profitability by identifying and capitalizing on opportunities for improvements, increased efficiency into sales and managed monthly targets, and contributed to the Sales target goals of companies.

Professional Experience

Gulf Paints & Adhesives Factory, Dubai, UAE

Dec'16 till Feb-21

Leading company into Paint & Adhesives

Project Sales Executive

Reporting to General Manager.

- ❖ Promote Gulf decorative paints and service to developers, architects, engineering consultants, and contractors.
 - ❖ Establish and develop long-term relationships with relevant project stakeholders.
 - ❖ Provide customers (Architects, Consultant, and Developers) with information on Gulf products and their USP and promote it as most preferred and specified in the most project in Dubai- the Northern Emirates among customers, by producing the professional Gulf Paints technical specs, presentations, technical reports, photos, etc. to provide the specs writers in all the consulting offices at early stage with paints specifications to secure the architectural projects.
 - ❖ Support in getting approvals on Gulf Paint products from Engineering consultants for most of the architectural projects.
- **On-site Support:**
- ❖ Project management by working closely with the applicators and contractors on resolving problems at the site so that the work is not hindered and can be completed on time.
 - ❖ Supervise paint application process by providing technical assistance and supervising the progress of the project of the applicators/main contractor to ensure that the painting work is according to Gulf Paint standards, specification and procedures.
 - ❖ Assist the applicators in getting the Mockup approved.
 - ❖ Liaise with internal departments (eg. Sales, CSD, and QC) by coordinating on product troubleshooting to ensure the right recommendation is provided to the customer.
 - ❖ Ensure that HSE measures are respected on painting jobs on-site.
 - ❖ Ensure that the coating specification is adhered to achieve the maximum return for the customer's investment and reduce the possibility of failure due to poor workmanship.
- **Sales Support:**
- ❖ Construct Work breakdown structure for each decorative architectural project based on which pricing and monthly invoices are prepared.
 - ❖ Prepare monthly running bills according to the percentage of work done by coordinating with the Contractor & Applicator.
 - ❖ Responsible for initial assessment of customer complaint and Advice customers and end-users of the correct
 - ❖ selection and use of Gulf Paint products to protect the company interests, ensure customer satisfaction, and prevent claims

Achievements at Gulf Paints

- Played a key role in establishing and maintaining new portfolio, and streamlined line untapped customers in the market.
- Monitored deeply on running cost of the project and saved huge unnesseary cost by discussing and negotiating with project Managers and with subcontractors towards applicators.
- Successfully closed the deal of 27 nos of the building projects by my own negotiations.
- Streamlined operations for the site works, and restructured the labour team at the site work on day to day basis
- Generated the sales and buildup 22 new customer list within 65 days, from the month of joining
- Improved CRM with cold calling and brought back 18 unhappy customers to my customer data.

➤ **Top Clients**

- ❖ **Non-Government Clients:** Arkan Building Contracting /High Star Building Contracting/KSS Building Contracting/Cast Construction/Raq Contracting/Becon Construction/Al Nayli Building Cont/East Coast Building Cont/Airolink Building Contracting/Naresco Building Contracting
- ❖ **Government Clients:** Aswar Building Contracting/Al Turath Al Aseel Contracting/CHC Building Contracting.

Ritver paints & Coating Industry, Dubai, UAE

Oct'14 to Nov'16

Ritver is RAR Holding and having a worldwide operation in the GCC Europe, Asia, Africa, and America

Project Sales Executive

Reported to Sales Manager

➤ Technical Support:

- ❖ Promote Ritver decorative paints and service to developers, architects, engineering consultants, and contractors.
- ❖ Establish and develop a long-term relationship with relevant project stakeholders.
- ❖ Provide customers (Architects, Consultant, and Developers) with information on Ritver paints products and their USP and promote it as most preferred and specified in the most project in the Dubai-Northern Emirates among customers, by producing the professional Ritver paints technical specs, presentations, technical reports, photos, etc. to provide the specs writers in all the consulting offices at early stage with paints specifications to secure the architectural projects.
- ❖ Support in getting approvals on Gulf Paint products from Engineering consultants for most of the architectural projects.

➤ On-site Support:

- ❖ Project management by working closely with the applicators and contractors on resolving problems at the site so that the work is not hindered and can be completed on time.
- ❖ Supervise paint application process by providing technical assistance and supervising the progress of the project of the applicators/main contractor to ensure that the painting work is according to Ritver paints standards, specification and procedures.
- ❖ Assist the applicators in getting the Mockup approved.
- ❖ Liaise with internal departments (eg. Sales, CSD, and QC) by coordinating on product troubleshooting to ensure the right recommendation is provided to the customer.
- ❖ Ensure that HSE measures are respected on painting jobs on-site.
- ❖ Ensure that the coating specification is adhered to achieve the maximum return for the customer's investment and reduce the possibility of failure due to poor workmanship.

➤ Sales Support:

- ❖ Construct Work breakdown structure for each decorative architectural project based on which pricing and monthly invoices are prepared.
- ❖ Prepare monthly running bills according to the percentage of work done by coordinating with the Contractor & Applicator. Responsible for initial assessment of customer complaints and Advice customers and end-users of the correct selection and use of Ritver Paint products to protect the company interests, ensure customer satisfaction and prevent claims

Education & Personal Details

- ❖ B.Com. from Calrox Teacher's University/ INDIA.
- ❖ Higher Secondary School Certificate BKGIC Ramudhiya
- ❖ Sonbarsha INDIA.
- ❖ Secondary Scholl Certificate (VNGM School INDIA.
- ❖ **Languages Known:** English, Arabic, Hindi, Urdu,
- ❖ **Nationality:** Indian **Passport Details** valid up to 11th December 2025
- ❖ **Visa Status:** Employment Visa
- ❖ **Driving License:** valid UAE Driving License until 2023

Achievements at Ritver paints

- ❖ Introduced effective ideas for saving a cost of the projects.
- ❖ Worked and completed the projects within time frame provide by the clients.
- ❖ Implemented easy system with subcontractors of their daily work report and time sheets on the site.
- ❖ Increased and hit the sale 10% by first month of joining

Key Skills

- ❖ CRM
- ❖ Building Relationship
- ❖ Product Knowledge
- ❖ Effective Negotiator
- ❖ Risk Management
- ❖ Time Management Skills
- ❖ Team Management Skills
- ❖ Team Building & Leadership
- ❖ Compliance

IT Skills

- ❖ MS-Office (MS-Word, MS-Excel)
- ❖ JAVA
- ❖ MATLAB
- ❖ CHEMCAD