



## RESHAN BACKER

### Contact

831 Street, Zone 51  
Doha- Qatar  
Phone- +974 55303539  
Email- [reshanbacker@gmail.com](mailto:reshanbacker@gmail.com)  
<https://www.linkedin.com/in/reshan-backer-27654218b/>

### Key Skills

- ✓ Leadership
- ✓ Social-Media Marketing
- ✓ Negotiation
- ✓ Consultation
- ✓ Public Relation
- ✓ Account Management
- ✓ Market Analysis
- ✓ Project Management
- ✓ Graphic designing
- ✓ Logistics
- ✓ Financial Budgeting
- ✓ Analytics

### Career Highlights

- 6+ years of Marketing and Operational experience in Qatar.
- Strong track record of successfully developing companies from scratch across a range of sectors that include technology, construction and interior design.
- Consulted on multifaceted large-scale projects like Lulu Exchange, Trust Exchange, National Exhibitions etc.
- Proficiency in Microsoft software and CRM

### Work Experience

#### **Seashore Cables Factory**

##### **Marketing Executive**

**(2022-Present)**

- Create awareness of and develop the brand you are marketing
- Communicate with target audiences and build and develop CRM
- Help marketing plans
- Support marketing manager in agreed activities
- Organize and attend events such as conferences, seminars, receptions & exhibitions
- Maintain and update customer data base
- Conduct market research for example using customer questionnaires and focus group
- Develop relationship with key stakeholder both internal and external
- Generating sales leads.
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.
- Assisting with campaign building, press releasing & promotional copy production.
- Analyze and produce reports on data provided by customers.
- Campaign tracking, measurement, evaluation and reporting on all activity.

## **Key Projects**

### **THE LULU EXCHANGE PROJECT (2016 – Present)**

Lead teams for the construction and development of Lulu International Exchange branches across Qatar, D-ring road, Barwa City, Gharraffa and Al Khor

### **TRUST EXCHANGE Co. W.L.L (2016 – Present)**

Lead and successfully completed construction of Trust Exchange branches in Qatar -B ring, Asian Town, Industrial Area, Umm Salal Ali and Al Khor.

### **AL SULTAN MEDICAL CENTER (2016)**

Industrial Area

### **DOHA INTERNATIONAL MARITIME DEFENSE EXHIBITION (2018)**

Fabricated and assembled kiosks for the China National Precision Machinery Import and Export Corporation(CPMIEC) and Qatar Security and Defense Industry

### **TIGER COOKIES (2018)**

Fabricating kiosks for various culinary festivals

### **CAREEM QATAR (2019)**

Refurbished and renovated head office

## **Personal Information**

Name: Reshan Backer

Date of Birth: 08 – 06 – 1992

Visa Status: Valid QID (Company Sponsorship)

Marital Status: Married

Nationality: Indian

Driver's License: Valid Qatar License

## **D-zircon For Contracting, Qatar**

### **Operations Manager (2021-2022)**

- Manage operations of turn-key projects to ensure the adherence to deadlines and client commitments
- Connecting with suppliers to meet the specific project needs based on market rates in lieu of client affordability and demands
- Engage with partners to obtain synergies by conducting joint negotiations and procurement activities to reduce cost and enhance the implementation of procurement Strategy.
- Obtaining necessary regulatory permits and licenses from the applicable governmental authorities and consultants
- Managing projects as per budget constraints.
- Drafting contract agreements and managing sub-contractors' operations.
- Identifying business leads and negotiating to secure projects.
- Preparation of consolidated financial statements that include balance sheet, P&L, cash flow statement, trial balance.
- Evaluate company performance and valuation at the end of each year using performance ratios such as return on asset, liquidity tests, turnover, and coverage ratios.

## **Yougo Online Services E-Commerce WLL, Qatar**

### **Marketing Executive (2020-2021)**

- Create awareness of and develop the brand you are marketing
- Communicate with target audiences and build and develop CRM
- Help marketing plans
- Support marketing manager in agreed activities
- Organize and attend events such as conferences, seminars , receptions & exhibitions
- Maintain and update customer data base
- Conduct market research for example using customer questionnaires and focus group
- Develop relationship with key stakeholder both internal and external
- Generating sales leads.
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.

## **Education**

### **B.B.A**

Indian Institute of Business  
Management and Technology  
Chennai, Tamil Nadu – India, (2015)

### **All India Senior Secondary Certificate Examination**

Shantiniketan Indian School  
Doha – Qatar (2012)

- Assisting with campaign building, press releasing & promotional copy production.
- Analyze and produce reports on data provided by customers.
- Campaign tracking, measurement, evaluation and reporting on all activity.

## **Mysa Designs Decoration & Co, Qatar**

### **Operations Manager**

(2016-2020)

- Manage operations of turn-key projects to ensure the adherence to deadlines and client commitments
  - Connecting with suppliers to meet the specific project needs based on market rates in lieu of client affordability and demands
  - Engage with partners to obtain synergies by conducting joint negotiations and procurement activities to reduce cost and enhance the implementation of procurement Strategy.
  - Obtaining necessary regulatory permits and licenses from the applicable governmental authorities and consultants
  - Managing projects as per budget constraints.
  - Drafting contract agreements and managing sub-contractors' operations.
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- Identifying business leads and negotiating to secure projects.
  - Preparation of consolidated financial statements that include balance sheet, P&L, cash flow statement, trial balance.
  - Evaluate company performance and valuation at the end of each year using performance ratios such as return on asset, liquidity tests, turnover, and coverage ratios.

## **Falkland Decorations EST, Qatar**

### **Business Development Executive**

**(2015-2016)**

- Identify business opportunities by identifying prospects and evaluating their position in the industry.
- Preparing and maintaining customer and supplier database for future reference.
- Creating business proposals and negotiating terms and conditions with clients
- Analyzing market movements and economic trends to obtain first mover advantage on critical opportunities.
- Prepare project reports and evaluation by collecting, analyzing, and summarizing information.
- Maintain quality service by establishing and enforcing organizational standards.
- Enhancing professional and technical knowledge of the interior decoration industry by participating in professional societies, attending workshops and design project exhibitions.
- Contribute to team effort by accomplishing related results as needed such as supervision of projects, book-keeping, maintaining expense and payroll ledger, procuring supplies etc.