



RESHAN BACKER

Contact

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Key Skills

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

Career Highlights

- 7+ 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 (2017 – 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 (2017 – 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 (2017)

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: Single

Nationality: Indian

Driver's License: Valid Qatar License

Education:

Yougo Online Services E-Commerce WLL, Qatar

Marketing Executive

(2021-2022)

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Mysa Designs Decoration & Co, Qatar

Operations Manager

(2018-2021)

- 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.

Falkland Decorations EST, Qatar

Business Development Executive

(2017-2018)

- 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.

Education

MBA

Indian Institute of Business Management and Technology
Chennai, Tamil Nadu – India, (2017)

All India Senior Secondary Certificate Examination

Shantiniketan Indian School Doha – Qatar (2012)