




# MOHAMED ANFAS *Sales & Marketing*

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 Doha, Qatar

 Transferable RP

 Valid Qatar Driving License



## ABOUT ME

Results-driven **Sales & Marketing professional** with over **6 years of experience** in Qatar and Sri Lanka, specializing in **online sales, digital marketing, customer relationship management, and delivery coordination**. Skilled in leveraging **aggregator platforms** (Talabat, Rafeeqe, Sonnu Delivaro, Jahez) and e-commerce channels to boost revenue and expand customer reach. Proven track record in managing **marketing campaigns, product promotions, and sales operations** for cosmetics, retail, and vehicle rental industries. Adept at building strong client relationships, conducting market research, and achieving sales targets consistently.

## PROFESSIONAL SUMMARY

2022 – PRESENT

Doha, Qatar

**MR.TULIP TRADING, Sales & Marketing Executive**

- Managed **online sales channels** including social media platforms and e-commerce apps, increasing monthly sales by **30%**.
- Coordinated **delivery operations**, scheduling drivers and ensuring timely order fulfillment across Qatar.
- **Utilized aggregator platforms** like **Talabat, Rafeeqe, Sonnu Delivaro**, for efficient order management and to expand customer reach.
- Monitored deliveries, tracked driver performance, and resolved customer queries to maintain high satisfaction levels.
- Executed **digital marketing campaigns** on Instagram, Facebook, and WhatsApp to promote cosmetics and lifestyle products.
- Built and maintained **strong customer relationships**, providing product guidance and after-sales support.
- Conducted **market research** to identify trending cosmetics products and online sales strategies.
- Negotiated with suppliers for bulk purchases, reducing costs and improving profit margins by **15%**.
- Organized **promotional offers and seasonal campaigns** to boost online engagement and sales conversion.

2021 – 2022

Sri Lanka

**CASONS RENT-A-CAR (PVT) LTD., Sales & Customer Service Executive**

- Managed **vehicle rentals, customer bookings, and reservations** to ensure smooth operations.
- Provided **excellent customer service**, assisting clients with vehicle selection, rental agreements, and travel information.
- Coordinated with drivers and maintenance teams to **ensure timely vehicle availability and upkeep**.
- Promoted rental services through **social media and online listings**, increasing customer inquiries and bookings.
- Handled billing, payments, and reporting, ensuring accuracy and timely invoicing.
- Monitored customer feedback and resolved complaints to **maintain high satisfaction and repeat business**.

2017 – 2021  
Sri Lanka

**SILVERMILL GROUP, Sales & Marketing Executive**

- Developed and implemented **sales strategies** to increase revenue across multiple product lines.
- Managed **customer relationships**, identifying client needs and providing tailored solutions.
- Executed **marketing campaigns** through digital platforms, print media, and events, increasing brand awareness.
- Coordinated with distributors and suppliers to **ensure timely product availability**.
- Monitored market trends and competitor activity, providing insights for **strategic decision-making**.
- Achieved **sales targets consistently**, contributing to year-on-year business growth.
- Organized promotional events and product launches to enhance **customer engagement and retention**.

## EDUCATION

2016	<b>Completed, G.C.E. Advanced Level (A/L)</b> Stream: Commerce
2013	<b>Completed, G.C.E. Ordinary Level (O/L)</b>
ESoft Metro Campus	<b>Completed, Diploma in English Language</b>
ESoft Metro Campus	<b>Completed, Diploma in Information &amp; Communication Technology (ICT)</b>

## SKILLS

- Sales & Target Achievement
- Client Acquisition & Retention
- Digital & Social Media Marketing
- Product Knowledge & Promotion
- CRM & Lead Management
- Team Collaboration
- Market Trend Analysis

## LANGUAGE

- English
- Hindi
- Sinhala
- Tamil
- Arabic