



# SHAREEN IRSHAD

SENIOR SALES MANAGER

## CONTACT

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218 Sector 23 Rohini 110086

Married

21 November 1991

## EDUCATION

2014-2016

DELHI UNIVERSITY

- Master Of Commerce

2010-2014

DELHI UNIVERSITY

- Bachelor of Commerce

## SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Basics)

## PROFILE

Strong financial/ budget management skills with expertise in preparing annual budgets, scheduling expenditures, analyzing. Profit-driven and consumer-centric Product Marketing professional offering 8+ years of experience to drive business growth through customer satisfaction and retention.

## SKILLS

Leading cross-functional teams in developing creative and effective campaigns. Establishing relationships with media outlets and influencers to promote the company's products. Analyzing customer data to develop market segmentation strategies. Leveraging digital and traditional channels for effective campaigns

## WORK EXPERIENCE

- Dream Laminated** 2021 & PRESENT  
**Senior Sales Manager**
  - Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
  - Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
  - Monitor brand consistency across marketing channels and materials.
- Bharat Aviation ( Visa Immigration)** 2018-2020  
**Branch Manager**
  - Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
  - Oversee market research to identify emerging trends, customer needs, and competitor strategies.
  - Monitor brand consistency across marketing channels and materials.
- Udaan International** 2017-2018  
**Business Development Manager**
  - Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
  - Monitor and maintain brand consistency across all marketing channels and materials.

## Expertisium

- Event Manager
- Business Development
- Personal Assistant
- HR (Human Resource)
- Sales & Marketing
- Team Management