**RESUME** 

***Khursheed Alam***

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**Doha Qatar -**

**Summary**

 Highly capable dynamic and motivated professional with a proven record of generating and building relationships, managing projects from concept to completion, designing educational strategies, Skilled in building cross-functional teams, making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

Having 10 years of experience in Operations, Procurement, Marketing and Sales Executive/Manager. An MBA graduate with excellent communication and interpersonal skills, with a history of increasing customer engagement through multifaceted marketing campaigns.

**OBJECTIVE:**

To work with an organization where I can contribute to the organization using my qualification and skills which will help the organization to grow and at the same time provide me with a challenging and rewarding career.

**WORK EXPERIENCES**

**vakrangee LTD:**

**Duration 2015-2018**

**Designation: District Coordinator**

Vakrangee is a technology driven company, focusing on creating India's largest network of last-mile retail points-of-sale, to potentially enable every Indian to seamlessly benefit from financial inclusion, social inclusion, Digital India, Skill Development, Employment, Government programmes B2B, B2C Marketing and a wider access to basic goods and services.

It has vast network of retail access points to deliver real-time BFSI services, Government-to-Citizen Services and Business-to-Consumer Services to the unserved rural, semi-urban and urban markets.

During my work there as District Coordinator I managed a team of 4 marketing professionals. Responsibilities included:

* Searching of new business entrepreneur and new branch establishment setup and make it up and running.
* Recognize and reach out to clients in businesses.
* Manage relationship with partner banks and reporting of same to the state coordinator.
* Record customer interactions in lead tracking and customer issue tracking systems
* Follow through with customer and ensure satisfaction
* Develop and implement marketing strategies that meet the business targets in rural and semi-rural areas for all the products and services offering of Vakrangee.
* Manage all marketing, advertising and promotional activities for 0 balance Account (Jandhan Yojna), Life Insurance (Jeevan Jyoti Yojna) and pension scheme (Atal Pension Yojna).
* Manage public relations and community service opportunities at the District Level.
* Develop training plans for VLE’s and train them continuously to improve their Work.

**AAFCO Contractors India Pvt Ltd:**

**Duration Nov.2012 To May 2015**

**Designation: Manager (Procurement and Sales)**

**Roles and Responsibilities:**

* Supervised and managed sales agents of team 8 - 10, also performed other auxiliary duties, such as conducting interviews, hiring new staff and transferring or dismissing seasoned staff.
* Manage technological systems that track the shipment, inventory and supply of materials
* Devising and using fruitful procurement and sourcing strategies
* Discovering profitable suppliers and initiate procurement partnerships
* Negotiating with external vendors to secure advantageous terms
* Conducted trainings to motivate sales agents to close sales. Training included how to acquire customers, negotiate deals, and secure financing and complete paperwork for the sale.
* Managed advertising for the projects launched during this duration.
* Managed customer research, current market conditions and competitor information in order to determine real estate market requirements for existing and future products.

**Triangle Heights Builders Pvt. Ltd.):**

**Duration 2011-2012**

**Designation: Marketing** **and** **Procurement Manager**

**Roles and Responsibilities:**

* Create and implement regional procurement strategies that are innovative, cost-effective, and incorporate the growing complexities and challenges within industry
* Present purchase offers to sellers for consideration.
* Interview clients to determine what kinds of properties they are seeking.
* Prepare documents such as representation contracts, purchase agreements, closing statements,
* Promote sales of properties through advertisements, open houses, and participation in multiple listing services
* Compare a property with similar properties that have recently sold in order to determine its competitive market price.
* Display commercial, industrial, agricultural, and residential properties to clients and explain their features.
* Answer clients' questions regarding construction work, financing, maintenance, repairs, and appraisals.
* Conduct seminars and training sessions for sales agents in order to improve sales techniques.
* Investigate clients' financial and credit status in order to determine eligibility for financing.

**National Rural Health Mission (A Govt. of India Initiative):**

**Duration 2009-2011**

**Designation: Assistant District Program Manager**

NRHM M.P. seeks to provide equitable, affordable and quality health care to the rural population, especially the vulnerable groups. The thrust of the mission is on establishing a fully functional, community owned, decentralized health delivery system with inter-sectorial convergence at all levels, to ensure simultaneous action on a wide range of determinants of health such as water, sanitation, education, nutrition, social and gender equality. I have worked in this Govt. of India Scheme as Assistant District Program Manager. I was reporting to District Chief Medical & Health Office. Raisen (M.P.)

**Roles and Responsibilities:**

1. Implementation and supervision of different health schemes under National Rural Health Mission (NRHM).

2. Financial Management of NRHM schemes and various activists. Provide salaries and incentives to Multi-Purpose Worker (MPW), Accredited Social Health Activist (ASHA), and Urban Social Health Activist (USHA) and offer monetary incentives to public. I have managed around 300 MPW, 450 ASHA and 150 USHA workers.

3. Has successfully implemented and supervised following different programs under Raisen district while working with District Program Manager in tandem.

    i). Family Planning:

        . Provide and supervise the targets given to MPW, ASHA and USHA

        . Motivate expecting Mothers to have delivery at hospital

        . Vaccinate and monitor the health of the new born baby until age of 5 years.

    ii) AIDS Control Program:

        . Case Detection, supervision and treatment of patient and sanitization of family

iii). Revised National Tuberculosis Control Program

**EDUCATION QUALIFICATION**

* M.B.A. (Marketing) from Oriental College of Management, Bhopal from Barkatullah University, Bhopal (M.P) in 2009
* Graduation (BBA.) from Bonnie-Foi College, Bhopal from Barakatullah University, Bhopal (M.P). In 2007.
* Higher Secondary from Janak H. S. School, Bhopal [M.P. Board] in 2002.
* High School from Boys H. S. School, Raisen [M.P. Board] in 2000.

**COMPUTER PROFICIENCY:**

* MS Windows, MS-Office 2012.
* **ACADEMIC PROJECTS**

**Name of the Organization   :**Yuvraj motors

**Title                         :** Hero Honda Automobiles.

**Objectives           :**To comparative study in rural and urban marketing

**Duration                    :**       Three months.

**Conclusion Report**: Rural marketing is a developing concept, and as a part of any economy has untapped potential marketers have realized the opportunity recently improvement in infrastructure and reach promise a bright future for those intending to go rural. any macro-level strategy for these markets should focus on availability, accessibility and affordability constant scanning and sieving of ideas and plans is essential at all times. Focused attention needs to be paid to market research that goes on to reduce the uncertainly in dealing with these markets. More specifically, in relation to rural areas, demand is seen to a very highly price elastic. to break the price barrier is essential. only this can keep the grey area local brands in check. There is no doubt that divides do exist between urban India and rural India. Every marketer/companies must realize that the rural consumer is not a miser. He is not simply looking for the cheapest product in every category.

**MAJOR ACHIEVEMENTS**

* Placement Council Member of Oriental Group of Institute (OGI), Bhopal.
* Awarded for organized successful event in college.

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**ACTIVITIES**

* Focus Educational Services.
* Campus awareness programme.
* Collected student data for graduate level & Campus awareness program.

 Language Proficiency:    English & Hindi

**DECLARATION**

I hereby declare that the above-mentioned details are correct to the best of the knowledge.

**Date                                KHURSHEED ALAM**