

BASSAM SAYED

SALES AND MARKETING

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Nationality: Indian

Date of Birth: 03/03/1999

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Professional Summary

Dynamic and results-driven sales and marketing professional with over two years of experience in driving business growth, building strong client relationships, and implementing strategic marketing initiatives. Proven ability to analyze market trends, develop innovative strategies, and deliver measurable results. Open to opportunities across Bahrain.

Core Competencies

- Strategic Sales & Marketing
- Market Research & Analysis
- Client Relationship Management
- Data Analysis (MS Excel, Tableau)
- Financial Planning & Budgeting
- Product Development Initiatives.

KEY Achievements

- conducted successful market research leading to sugar-free product development initiatives.
- Achieved a 15% profit increase through innovative sales strategies at Bake & Bites.
- Consistently ensured customer satisfaction by addressing client needs promptly, resolving issues effectively, and delivering exceptional service quality.
- Represented brands effectively at industry exhibitions, gathering competitor insights and driving strategic growth.
- Convincing the client to purchase our goods and handling them with ease

PROFESSIONAL EXPERIENCE

SALES AND MARKETING | BAKE & BITES, Bahrain

Present

- Established and maintained relationships with key accounts and distributors, negotiating favorable terms and ensuring customer satisfaction.
- Conducted market analysis to identify trends, opportunities, and competitive threats, informing product development and marketing strategies.
- Implemented effective promotional activities and merchandising solutions, boosting sales by 15%.
- Represented the brand at exhibitions, conducting competitor analysis and gathering insights to enhance strategic decision-making.
- Ensured timely follow-ups for fund collection from the organization, maintaining adherence to deadlines and optimizing cash flow management.
- Developing an expense and stock report to analyze and plan for upcoming tasks and expenditures.

Financial Analyst | eClerx Service Limited, Pune, Maharashtra

April '23 - June'2024

- Fostering and nurturing robust relationships with clients, legal teams, service representatives, and credit officers, ensuring adherence to industry compliances & mitigating risk
- Achieving successful resolution of collateral-related disputes through rigorous investigations on Tri Resolve and margin manager, fostering collaboration with internal teams, and proactively negotiating with counterparties to achieve mutually advantageous outcomes.
- Orchestrating weekly conference calls with senior management to deliver comprehensive updates on dispute resolutions, resulting in a consistent 50% weekly resolution rate and timely identification of critical issues.

BAKEMART | DUBAI, UAE

2020 - 2022

- Established and maintained relationships with key accounts and distributors, negotiating favorable terms and resolving issues to ensure customer satisfaction.
- Conducted regular market analysis to identify trends, opportunities, and competitive threats, informing product development and marketing strategies.
- Following up with existing customers to ensure maximum results and foster long-term relationships.
- Attended exhibitions to introduce our products and conduct competitor analysis, gathering insights to inform strategic decision making and stay ahead of market trends.
- Implemented effective promotional activities and merchandising solutions. to drive product visibility and boost sales.
- This contributed to a 15% increase in company profit through effective sales strategies and revenue-generating initiative. processes.

EDUCATION

Bachelor of Commerce | S.R.M University, Chennai - India

2017 - 2020

PROJECT

Conducting and researching sugar-free products, analyzing customer demand, market trends, and potential opportunities to Support the project initiative.

LANGUAGES

Malayalam | English | Hindi

