

The Human Resource Manager

Manama

Kingdom of Bahrain.

Sub: Application for the suitable post Business Development, Sales & Marketing.

Dear Hiring Manager,

I am writing to express my interest in the Business Development / Property Consultant position. With over 25 years of diversified experience in business development, real estate advisory, customer relationship management, banking, and sales leadership, I am confident in my ability to contribute significantly to your organization.

My career has equipped me with strong analytical and strategic planning abilities, a deep understanding of market dynamics, and a proven track record of driving revenue growth, managing key accounts, and consistently exceeding performance expectations.

I am confident that my expertise in relationship building, negotiation, and business expansion will enable me to deliver measurable value to your team. I welcome the opportunity to discuss how my background aligns with your organization's goals.

Sincerely,
Kasim Ali Khalifa

Kasim Ali Khalifa

Business Development | Sales & Marketing | Property Consultant

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Professional Summary

Dynamic and results-driven Business Development and Property Management professional with 25+ years of experience across Retail Banking, Real Estate, Sales, Customer Service, and Business Administration Consultancy. Proven ability to identify growth opportunities, build strong client relationships, and drive revenue through strategic planning and targeted market development.

Core Competencies

- Business Development & Sales Strategy.
- Property Management & Real Estate Advisory.
- Customer Relationship Management (CRM).
- Retail Banking Products (Loans, Mortgages, Credit Cards).
- Market Research & Competitor Analysis.
- Key Account Management & Client Retention.
- Contract Negotiation & Closing Skills.
- Training & Team Leadership.
- Risk Assessment & Proposal Appraisal.
- Customer Service Excellence.

Professional Experience

Document Clearing & PRO Services | Real Estate Consulting & Property Solutions

Shining Star Consultancy W.L.L. – Bahrain | June 2022 to date.

- Lead daily operations across document clearing, PRO services, and real estate consulting.
- Manage government documentation, approvals, and regulatory compliance.
- Provide end-to-end support for business setup and corporate compliance.
- Build and maintain strong client relationships through expert consultation.

Business Development Executive

KonnectIN Talent Staffing & Workforce Solutions – Bahrain | June 2021 – June 2022.

- Identified new business opportunities in existing and emerging markets.
- Delivered pitches and presentations to acquire clients.
- Built and maintained strong long-term client relationships.
- Reviewed market trends to align product offerings.
- Negotiated pricing and closed revenue-generating contracts.

Business Development Officer

Wood Stone SPC / S.G.C Dream Homes – Bahrain | June 2019 – May 2021.

- Developed growth strategies focusing on revenue and customer satisfaction.
- Conducted market research to identify customer needs.
- Prepared legally compliant contracts and documentation.
- Provided after-sales support and mentored junior staff.

Financial Investment Analyst / Dealer

Ingot Consultants – Bahrain | Dec 2017 – May 2019.

- Conducted research on over 900 global financial instruments.
- Produced daily market reports including MENA region.
- Performed fundamental and technical analysis.
- Handled VIP clients and enhanced customer experience.

Premium Sales Executive

First Motors – Bahrain | Jun 2015 – Nov 2017.

- Managed premium vehicle sales for high-value and VIP clients, delivering a consultative and relationship-driven sales experience.
- Developed and maintained strong internal and external relationships to support sales growth and customer satisfaction.
- Provided proactive, high-quality customer service, including timely resolution of inquiries and complaints.
- Monitored individual sales performance and referrals against targets and implemented corrective actions where required.
- Mentored and supported new and existing sales staff to improve performance and product knowledge.
- Built strong professional networks to expand the client base and strengthen the company's portfolio.
- Demonstrated effective decision-making skills in fast-paced, customer-facing environments.

Customer Care Officer

Heston Bahrain (Bapco) – Bahrain | Apr 2013 - Jun 2015.

- Delivered high-quality customer service while handling inquiries, service requests, and escalated complaints.
- Acted as a key liaison between customers and internal departments to ensure timely issue resolution.
- Maintained service quality standards and ensured positive customer experience across all touchpoints.
- Supported operational teams in meeting service-level agreements and customer satisfaction targets.

Senior Sales Executive

Euro Motors Land Rover – Bahrain | Apr 2010 – May 2011.

- Managed luxury vehicle sales and relationships with high-net-worth and VIP clients
- Delivered proactive, premium customer service throughout the entire sales lifecycle
- Responded promptly to customer inquiries, objections, and complaints to maintain brand reputation
- Monitored sales performance against targets and implemented strategies to improve conversion rates
- Acted as a mentor to junior sales staff, supporting training and on-the-job development
- Built long-term client relationships to drive repeat business and referrals

Business Development Officer

Bank Muscat International – (BMI) – Bahrain | Feb 2006 – Apr 2008.

- Developed and managed retail banking portfolios with focus on personal loans, credit cards, and cross-selling opportunities.
- Conducted credit appraisal, documentation review, and risk assessment in compliance with bank policies.
- Built and maintained strong customer relationships to drive revenue growth and retention.
- Achieved assigned business targets through proactive client acquisition and portfolio management

Sales Officer

Bahrain Standard Chartered Bank – Bahrain | Sep 2000 – Jan 2006.

- Led and developed high-performing sales teams across retail banking products.
- Specialized in personal loans, mortgages, and credit cards, consistently exceeding sales targets.
- Managed key customer relationships while ensuring strict compliance with banking policies and procedures.
- Recognized for leadership excellence, sales performance, and customer satisfaction.

Achievements

- Best Team Leader – 2002
- Best Sales Officer – 2003
- Employee of the Year – 2004
- Best Performer of the Year – 2005

Education

Diploma in Computer Software Engineering – Global Institute

Strengths

- Highly adaptable and client-focused.
- Strong communication and negotiation skills.
- Quick learner with excellent analytical skills.
- Energetic and effective in dynamic environments.