

CURRICULUM VITAE

MOHAMED IFRAZ

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PERSONAL PROFILE

Date of Birth : December 05th, 1984

Marital Status : Married

Gender : Male

Nationality : Sri Lankan

Driving License : On process

PROFESSIONAL & ACADEMIC QUALIFICATIONS

- Completed 02 Subjects in foundation stage of CIMA.
- Completed the Certificates in Computer Studies (CCS) course at Singapore Informatics.
- Passed the G.C.E (O / L) Examination in 2000 with 1D, 4C's, & 3S's.
- Passed the G.C.E (A / L) Examination in 2003 with 2C's.
- Completed HACCP Food handling Examination with credit pass.
- Completed the General English course (Intermediate level-1 & 2) at British council.

EMPLOYEMENT HISTORY

PRETTY BAKED

Jidhali, Bahrain

Period: March, 2020 to date

Designation: Cum-Receptionist & Floor in charger

Duties & Responsibilities

- Attending outbound and inbound calls and email related to customer orders.
- Handling sales and marketing activities of the outlet.
- Recording and maintenance of sales, inventory, VAT filings GRN etc.
- Handling petty cash purchases.
- Responsible for managing other day to day activities of the outlet.

SMITH FOODS (PVT) LTD**Colombo, Sri Lanka****Period: June 2014 to 2019****Designation: Assistant Marketing Manager**

Smith Foods (Pvt) Ltd is a member of the Smith Clan Group and is engaged in the Manufacturing of Coconut based food products for the export market. Smith Foods (Pvt) Ltd is specializing in manufacturing of Organic Virgin Coconut Oil, Pure White Coconut Oil, Coconut Cream, Hair Oils, etc.

Duties & Responsibilities

- Recommending alternative suggestion as regards improving the overall performance of the Company by way of Sales and Marketing, Customer satisfaction and Staff motivation.
- Managing, supervising and guiding local market branding and Distribution teams.
- Monitoring debtors through the Sales register / Dealer network and making arrangements to collect outstanding dues within the credit period as regards all company products.
- Meeting deadlines and targets given by the management in time to time
- Advising customers about the products and approaching with products health consecution features.
- Handling the Export market.
- Generate new local and export sales for the company, in addition to that communicating and coordinate with new and existing customers.
- Organizing and guiding promotion

THIRST AID STATION AND RESTAURANT**Colombo, Sri Lanka****Period: May 2011 to May 2014****Designation: Restaurant Manager**

Thirst aid station and café is a leading restaurant in Ambanpitiya, Kegalle Since 1960 and established by British colonial Captain and currently running by Ambanpitiya Tea estate Pvt Ltd. Catering Foods and beverages to Local and foreigners undertaking of special parties, VIP Weddings and occasional ceremonies.

Duties & Responsibilities

- Promoting the new products to the perfect potential area.
- Guiding Restaurant staff and the Out Door Catering (ODC) Team
- Assisting customers to what they are required, manage to control the cost of daily .
- purchasing and day-wages.
- Dealing with complaints and returns.
- Purchasing right ingredients to maintain the food quality.

GREEN OASIS ESTABLISHMENT

Doha, Qatar

Period: May 2009 to May 2011

Designation: In charger cum Chief Cashier

Duties & Responsibilities

- Receiving payments by cash & cards.
- Responsible for managing day to day activities of the outlet.
- Managing the outlet staff.
- Purchasing required ingredients and materials for the outlet.
- Resolve customer complaints.
- Advising customers on the products and promotions.

SOUTH CEYLON INDUSTRIAL AGENCY

Colombo, Sri Lanka

Period: July 2007 to May 2009

Designation: Sales Executive

Gem & jewellery outlets specially designed for foreigners, VIP's.

Duties & Responsibilities

- Focusing on customer service and converting them into sales to increase the turnover.
- Maintaining and developing relationships with existing customers as well as establishing new customer base.
- Constantly driving myself and the team to achieve the monthly targets.
- Liaising with suppliers to check the progress of existing orders.

- Checking on new stock arrivals and reporting to the line manager.
- Representing the organization at trade exhibitions and events.

AMANA TAKAFUL INSURANCE (PVT) LTD

Colombo, Sri Lanka

Period: March 2006 to July 2007

Designation: Sales Advisor

Duties & Responsibilities

- Report to Marketing Manager weekly on given targets.
- Responsible for assigned customers/ Achieve monthly targets
- Submit Monthly Marketing Minutes
- Organizing and guiding street promotions on region wise as per planned regional manager.
- Identify our potential customers and discussed with our team where should we cater and which market we need to promote our product and services.
- Achieving monthly targets.

REFREES

- Can be submitted upon request.