



MOHAMED SHUKUR ALI

SENIOR MARKETING & SALES COORDINATOR
| **MARKETING EXECUTIVE** |
| **DEGITAL MARKETING EXPERIENCED** |

PROFILE

Highly organized and results-oriented Sales and Marketing Coordinator with 6 years of experience supporting sales teams and executing marketing campaigns. Proven ability to coordinate sales activities, manage marketing materials, and contribute to lead generation efforts. Possesses a strong understanding of both traditional and digital marketing strategies, including SEO & Social media marketing, Eager to leverage my skills and experience to contribute to the growth of **Utility Industry**

WORK EXPERIENCES

• June 2021- Running

Mashail Future Trading & Contracting Company- Riyadh, KSA,
Authorized suppliers are **+GF+ George Fischer Piping System** | **Aeon DI Valves & Radius Systems** | **TEGA HDPE Valve** and **ANKAA Welding Machines**

Position: Senior Marketing & Sales Coordinator

Responsibility:

- Preparing technical submittals and pre-qualification documents for Aramco, NEOM, RED SEA, SWCC, and major utility clients.
- Prepared Pre-qualification and Technical Submittal for others local clients to New Project Approval Purpose.
- Supported business development activities by generating leads, assisting with tender submissions, and collecting project data from online portals and consultants.
- Managed vendor documentation and certifications, keeping records updated for local and international standards (NWC, SASO, ISO, WRAS, FM Approvals, NSF, SVGW & others).
- Coordinating the sales team by managing schedules, filing important documents, and communicating relevant information.
- Communicating with warehouse and logistics teams to monitor inventory, stock levels, and coordinate delivery schedules for project sites.
- Kept detailed records of sales and customer information in **ERP software**, updating database regularly to maintain top-notch service.
- Maintain and organize electronic and physical documents (drawings, reports, contracts, submittals)
- Ensuring digital backups are in place in Dropbox, cloud storage & local server.
- Preparing Quotation, Checking & Updating stock by using **ERP**, finalizing transferred payment with finance department.
- Create sales order & sending WH, Cooperating with Warehouse team.
- Providing sales support to sales team by Sharing Marketing-related information.
- Updating company's local, international and legal certification documents and maintaining related documents by coordinating with HR Admin.
- Answering to client's incoming calls and emails as after-sales service.

CONTACT

☎ +966 591784683

✉ palashmkj16881@gmail.com

🌐 [linkedin.com/in/mohammed-shukur-466bab217](https://www.linkedin.com/in/mohammed-shukur-466bab217)

📍 Riyadh, Prince Abdulaziz bn Musad bn Jalawi St., Riyadh, KSA
P.O. Box 22862 P.C. 11416

EDUCATION

- 2016-2017
 - Master of Business Administration (MBA)
 - CGPA 3.28 Out of 4.00
 - National University of Bangladesh
- 2013-2016
 - Bachelor of Business Administration (BBA)
 - CGPA 3.10 Out of 4.00
 - National University of Bangladesh
- 2019-2020
 - IsDB-(BISEW) IT Scholarship Program
 - GPA 5.00 Out of 5.00
 - IDB , Dhaka-1207, Bangladesh

EXPERTISE

- Sales Support | Market Analysis and Reporting
- Active user of ERP Software
- Market Research & Sales Campaign Management

- Skilled on Prequalification / Submittal preparation for New Project
- Digital Marketing Strategy
- PPC (Pay per click) Advertising
- Social Media Marketing
- Sales & Customer Relationship Management
- Customer Service & Problem-Solving
- Lead Generation & Business Development
- Product Technical Specification Knowledge & Presentation
- Sales Target Achievement

COMPUTER & SOFT SKILLS

- Proficient in Salesforce ERP / CRM for lead management, sales pipeline tracking, and customer data analysis
- Microsoft Excel (Advanced: Formulas, VLOOKUP, Conditional Formatting, Data Visualization & Ms WordPress)
- Digital Marketing Tools: Google Ads, Meta Business Suite, YouTube Studio
- Social Media Platforms: Facebook, Instagram, LinkedIn, YouTube (for campaigns & reports)
- Design Tools: Canva, CapCut, PowerPoint for presentations and marketing visuals
- Data Entry & Typing Speed: Fast and accurate data entry 30-35+ WPM
- Outlook / Gmail (Advanced features like calendar management, shared mailboxes)

LANGUAGES

- English (Fluent)
- Arabic (Intermediate)
- Hindi (Fluent)

• April 2018 - March 2021

Popular Pharmaceuticals PLC | Dhaka 1207, Bangladesh

Position: Marketing Executive

Responsibility:

- Promote Prescription-Based Products to Healthcare Professionals
- Achieve Monthly & Quarterly Sales Targets
- Conduct Product Presentations and Demonstrations
- Build and Maintain Strong Customer Relationships
- Maintain good professional relationships with prescribers
- Ensure continuous communication, trust, and follow-up
- Collect Market Feedback and Competitor Information
- Submit daily call reports (DCR) to the area or regional manager
- Coordinate with the Distribution and Delivery Team
- Assist in New Product Launch Campaigns
- Follow up with pharmacies and distributors for re-stocking
- Present new products and promotional offers in hospitals, clinics, and pharmacies
- Support promotional initiatives during product rollout phases

• January 2022 - Running (As a Freelancer)

AK Technology - Online Freelance Training Centre | Dhaka

Position: Digital Marketing Executive | SEO & Ads Expert

- **Google Ads:** Designed and managed successful Google Ad campaigns, consistently achieving high click-through rates and conversions within the set budget.
- **Ad Optimization:** Regularly monitored and optimized ad performance on Google, adjusting bids and keywords to maximize return on investment.
- **Facebook Ads:** Developed and executed effective Facebook ad campaigns, targeting specific demographics to increase brand awareness and sales.
- **SEO:** Implemented effective SEO strategies to improve video rankings on YouTube, resulting in a significant increase in views, likes, and subscriber.
- **Keyword Research:** Conducted comprehensive keyword research for YouTube video tags, descriptions, and titles to optimize searchability.
- **Channel Management:** Managed and grew YouTube channels by consistently uploading SEO-optimized content and engaging with the audience. Business Boosting strategy by using digital skills

• PARSONAL DETAILS

- Name: Mohamed Shukur Ali
- Nationality : Bangladeshi
- Civil Status: Single
- Visa Status: Transferable Iqama(Valid)
- Driving License : Valid

REFERENCE

Mr. Mohammed Janbayen

Team Supervisor

Phone: +966 541242285

Email : jmoh.janbayen123@gmail.com

Eng. Mohamed Atef

Technical & Sales Engineer

Phone: +966 533590478

Email : mohamed.atif1352@gmail.com