**MOHD ATIF SIDDIQUI**

**Mob: +91 8368232480**

**E-mail: satif.professional@gmail.com**

**CAREER OBJECTIVE**

Intend to build a career with leading corporate environment with committed and dedicated people, which will help me explore myself fully and realize my potential. Willing to work as a key player in challenging and creative environment.

**ACADEMIC QUALIFICATIONS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Year** | **Institution/ Board** | **Subjects/ Specialization** | **% / CGPA** |
| BBA+MBA-IB  Integrated  (Full Time) | 2014 -2019 | Amity University, Noida | Marketing & IB | 8.40 |
| 12th | 2014 | H.M.D.A.V Ser. Sec. School, Delhi | Science Stream  CBSE, India | 84 |
| 10th | 2012 | R.K Public School, Amroha | CBSE, India | 72.2 |

**PROFESSIONAL EXPERIENCE**

**Cinepolis India Pvt Ltd** **(Oct 2019 - Present)**

Assistant Manager - Sales

Role & Responsibilities:

* Monetizing On-screen & Off-screen inventory of the multiplex chain.
* Media Planning for qualified leads of different divisions.
* Monitoring competition, maintain & provide regulars update.
* Ensure regular interaction & continuous follow up with the key clients for additional business.
* Sell on-screen air time for ad films and slides.
* Maintain relationship & generate business with ad agencies & directly from clients.
* Conceptualize, create & pitch innovations for off-screen to clients.
* Revenue generation & receive payments on time from clients.
* Coordinates with properties for the execution of the activity, with finance for billing.
* Ensure weekly ad film schedule is adhered &screened by the respective properties in the region.

**The Fly Advertising Agency** **(Apr 2019 – Oct 2019)**

Sr. Business Development Associate

Role & Responsibilities:

* Responsible for initiating the first level contact with existing leads in CRM through calls and emails.
* Make a connection with them.
* Media Planning For qualified clients.
* Maintaining a database as well as marketing campaign of qualified leads.
* Building and managing strong relationships with customers.

**The Fly Advertising Agency** **(Nov 2018 – Apr 2019)**

Business Development Associate

* Responsible for initiating the first level contact with existing leads in CRM through calls and emails.
* Make a connection with them.
* Generate a need for products and services.
* Selling highly customised solutions to corporate clients by assessing their business requirements.
* Achieving sales targets through acquisition of new clients and growing business from existing clients.
* Maintaining a database as well as marketing campaign of qualified leads.
* Handling Social Media presence of qualified leads.
* Building and managing strong relationships with customers.

**ACHIEVEMENTS**

* Awarded as an employee of the month for the highest revenue generation in Apr 2019.
* Awarded as an employee of the month for the highest revenue generation in Aug 2019.
* Awarded as a star of the month for highest deal cracking in Feb 2020.

**CERTIFICATIONS**

* Digital Marketing Course (SEO, SMO, Content Marketing, E-Commerce, Ad Words, AdSense, Affiliate Marketing etc.) from Digi Manthan, Laxmi Nagar in 2018.
* Google Ad words Fundamentals from Google Partner in 2018.

**SKILLS AND ATTRIBUTES**

* Good communication and presentation skills.
* Analytics Skills – Competition Analysis, Media Tracking, Market Research.
* Business Strategy & Media Planning.
* Good at generating a lead from Social Media Platforms.
* Negotiation skill

**LINGUISTIC PROFICIENCY**

* English
* Hindi

**HOBBIES**

* Bike Riding
* Listening Music
* Rock Climbing

**PERSONAL DETAILS**

**Date of Birth** – 10/07/1997

**Mother’s Name** – Mrs Nikhat Siddiqui

**Father’s Name** – Mr Sarfaraz Ahmed Siddiqui

**Permanent Address** – 2128, Near Lal Masjid, M.P Street Pataudi House, Daryaganj

New Delhi – 110002.