



ASIF SAMEER P P

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SUMMARY

MBA Marketing and HR graduate with expertise in strategic planning, market analysis, and risk management. Skilled in leveraging consumer insights to drive impactful marketing strategies. Strong communicator with a focus on achieving business objectives. Eager to apply my work experience and academic knowledge to contribute effectively to marketing efforts in a progressive organization.

EXPERIENCE

Marketing & Sales Executive , Bramco Aluminium Company **July 2024 - April 2025**

- Adapted quickly to a fast-paced environment, delivering results under deadlines.
- Utilized digital marketing tools to enhance brand visibility and customer engagement.
- Contributed to promotional campaigns and social media management efforts.
- Supported the sales team in lead generation and customer relationship management.
- Conducted market research and analysis to identify new opportunities for business expansion.

Marketing & Sales Intern , Sharafiya food processing & Exports **July 2023 - Sep 2023**

Marketing and Sales Managemnet intern at Charm's Curry Powder, a subdivision of Sharafiya Food Productions and Exports.

- Contributed to content creation for digital marketing initiatives, including social media posts, email newsletters, and website content, ensuring consistent messaging aligned with brand guidelines.
- Conducted market research and analysis to identify new opportunities for business expansion.

EDUCATION

Master of Business Administration , Marketing & HR **2022 - 2024**

Central University of Himachal Pradesh

- Thesis on "The Effect of E-Commerce Flash Sales in Promoting Impulsive Buying Among College Students"

Bachelor of Business Administration **2019 - 2022**

University of Calicut

ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Data Analysis & interpretation, Leadership and Teamwork, communication and CRM
- **Languages:** English, Hindi, Arabic, Malayalam
- **Certificates:**
 - Participant of Yuva Sangam Youth Exchange Programme, (Govt. of India)
 - Core Committee Member of HIMSPARK-2024 (National Level Management Fest)
 - NCC (National Cadet Corps / Under Indian Ministry of Defence)