

YOUSUF MOHAMMAD TALHA

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SUMMARY

MBA in Marketing & Business Analytics professional with 4 years of experience in sales, business development, and client relationship management across Retail and Fashion sectors. Proven track record of achieving sales targets through strong customer engagement, data-driven sales strategies, and effective coordination. Skilled in Excel based reporting, Power BI dashboards, and CRM systems to analyze performance, identify growth opportunities, and improve conversion rates. Highly adaptable, target-driven, and experienced in fast-paced environments. Seeking and exciting opportunities in Saudi Arabia to drive business growth in line with Vision 2030 objectives.

PROFESSIONAL EXPERIENCE

Sales Associate & Brand Representative **Sep 2024 - Jan 2025**
Lifestyle Stores **Bengaluru, India**

- Supported end-to-end store operations including customer engagement, billing, documentation, and daily sales coordination, contributing to consistent achievement of sales targets.
- Improved customer experience through proactive product guidance, quick issue resolution, and follow-ups, helping increase conversion rates and repeat customer visits.
- Maintained 100% accuracy in billing and daily sales reporting, ensuring smooth shift handovers, zero cash discrepancies, and audit-ready documentation.
- Coordinated stock availability and supported inventory and shelf readiness, reducing out-of-stock situations and improving visual merchandising compliance.

Marketing Analyst Intern **Jan 2024 - Mar 2024**
Fundsroom **Bengaluru, India**

- Prepared structured Excel reports to track leads, campaign performance, conversion rates, and ROI, supporting weekly and monthly performance reviews.
- Conducted competitor research and customer trend analysis to identify market opportunities and campaign improvement areas.
- Analyzed marketing and customer data to support data-driven decisions and conversion optimization.
- Coordinated with cross-functional teams by maintaining clear dashboards, timelines, and performance updates to ensure smooth campaign execution.

Sales Intern (Field Sales) **Dec 2021 - Mar 2022**
Hindustan Times **Dehradun, India**

- Drove customer acquisition and subscription sales through on-ground pitching, product demos, and follow-ups, consistently supporting daily and weekly field sales targets.
- Managed customer onboarding and queries to ensure a smooth service experience, contributing to higher activation and customer satisfaction.
- Maintained daily activity reporting, route-wise tracking, and lead updates to improve territory coverage, productivity, and sales performance.

Sales Assistant **Jan 2014 - Jan 2017**
Family Business **Madinah, K.S.A**

- Assisted with billing, order placement, delivery follow-ups, and customer issue resolution, ensuring smooth daily sales operations.
- Managed invoices, payments, and sales reporting while coordinating orders and shipping to achieve a 95% order fulfillment rate.
- Maintained high customer satisfaction by proactively resolving complaints and delivering exceptional service, driving repeat business.

EDUCATION

Master of Business Administration (Marketing & Business Analytics) **Oct 2022-Dec 2024**
Bengaluru City University **Bengaluru, India**

Bachelor of Commerce **Aug 2019-Mar 2022**
Himalayan Institute of Technology **Dehradun, India**

SKILLS

- Technical Skills:** Power BI, Advanced Excel, Microsoft Office, CRM Software, KPI Reports
- Non-Technical Skills:** Sales, Operations, Customer Management, Order Processing, Reporting, Communication, Stakeholder Coordination

CERTIFICATIONS

- Google Project Management
- Digital Marketing
- Business Analytics using Power BI
- HubSpot Sales Hub Software

ADDITIONAL INFORMATION

- **Languages** - English (Fluent), Arabic (Intermediate), Hindi (Fluent), Urdu (Fluent)