



PROFILE

A creatively resilient MBA graduate possess knowledge, skills and experience in strategic management, project management, business research, leadership, and corporate communications. Currently working as Business developer with capability to start immediately and cooperate with team of professionals.

CONTACT

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ALFIYA SAKHARKAR

BUSINESS DEVELOPER

EDUCATION

Master of Business Administration (MBA) Global Business 2:1 Sept 2020

Coventry University, London.

Modules Studied are Strategic Management, Marketing in global age, Leadership, Human Resource Management, Project Management, Managerial Finance, International Trade.

Bachelor of Business Management Studies (BMS) 2:1 July 2019

Mumbai University, India.

WORK EXPERIENCE

SIS OVERSEAS, INDIA

Business Developer in an Import Export Company

Jan 2021- Present

- Successfully implemented strategic export plan for Saudi Arabia & marketing campaigns which assisted the firm to achieve consignment for rice export.
- Collaborates with vendors, logistics to meet the clients time and budget requirements.
- Conducts market research and maintains the core positioning of the company.
- In charge of developing strategies to increase export growth and achieve targets in global markets.

Internship Experience UK: Business, Operations and Marketing July 2020

Completed the three-day Business, Operations and Marketing Internship experience by Bright Network.

- Participation in skills session with **Google, P&G**, Enterprise team leaders and other top firms.
- Received good feedback on a sample work simulating a real-world marketing task.

London Executive Recruitment, UK

Marketing Intern in a London based IT Consultancy

April 2020 – June 2020

- Achieved sales target 10x times faster by building key relationships with clients like **Amazon, Microsoft & Google**.
- Used LinkedIn on daily basis to engage with potential **CEO'S & CTO'S** to market the company which increased customer based by 30% during the internship.
- Managed workload of email campaigns & social media content for CRM in deadline driven environment.

CORE SKILLS

Change Management, Event Management, Corporate Communications, Brand Marketing, CRM, Advertising, PR, Consulting, Talent Acquisition.

IT SKILLS

MS Office Suite, Basic HTML, Internet Applications, Social Media Marketing, Content Creation, Email Marketing, WordPress, Canva, Hootsuite.

SMART SKILLS

Resilience, Adaptable, Team Building, Enthusiastic, Flexible, Career Focused, Trustworthy, Coordinator and Communicator.

PROJECTS

1 - Led a Research Project on the Impact of **L'Oréal Paris** brand management on customer engagement and consumer purchase behavior in London.

2 - Developed, Implemented & Managed a **YouTube channel** named '**XPEDIA-HUB**' built as a one-stop entertainment place with a campaign to educate students coming to London with all the important knowledge they need to learn while starting their studies overseas, as well as some enjoyable material to attract all viewers irrespective of age.

3- Conducted Environmental Audit on **HILTON WORLDWIDE INC** including situational analysis and competitive analysis report.

LANGUAGES

ENGLISH, HINDI, MARATHI, URDU. (FLUENT IN ALL)

- Ranked as number 1 intern & provided training to other fellow interns on how to reach target audience by keeping records of what potential & existing clients need.

Bloom Asia Incorporated, Mumbai, India

May – June 2018

Summer Intern at B2B event managing firm.

- Assisted in planning & execution of corporate events ranging from 50-1000 people including CEO conferences, team meetings, B2B events.
- Tracked marketing and public relation efforts via creation of weekly progress reports and measures.
- Utilized adaptability, strategic thinking & communication skills to problem solve & execute resourcefully on ground events.
- Wrote a manual report on Business Activities of Bloom Asia Incorporated in relation to project management training provided.

PART TIME WORK EXPERIENCE

Liverpool Street Station, London

Oct 2020 – Dec 2020

Customer Assistant

- In charge of quick decision making to manage complaints or queries from customers.
- Analyzed & investigated the source of problems with team members to ensure customers were provided with the right solutions.
- Provided leadership to new staff for understanding station operations and station map.
- Was proven for excellent customer satisfaction services and crowd management of one of the London's busiest station.

KFC Restaurant, London

Assistant Manager

Aug 2020 – Oct 2020

- Within a month of employment, was trained to use the cashier system and handle customer calls for order delivery.
- Planned the shift pattern, handled the cash, and undertook a stock count.
- Increased sales by 40% ensuring the smooth running of the restaurant on a day-to-day basis.

