

# Sumul Padharia

**Dubai, United Arab Emirates**

sumulpadharia@gmail.com, +971554790202,

[www.sumul.in](http://www.sumul.in), [www.linkedin.com/in/sumulpadharia/](https://www.linkedin.com/in/sumulpadharia/)



---

## SUMMARY

As a dynamic and collaborative professional, I possess a proven track record of excellence in business development and marketing. With exceptional communication and organizational skills, I excel at connecting with diverse individuals and crafting creative collateral designs and social media strategies. My passion for sports instills discipline, teamwork, and perseverance. With a wealth of corporate experience, I handle confidential information with discretion and professionalism.

---

## EXPERIENCE

### Assistant Manager

#### Shark Matrix Technologies

February 2023 – Present, Dubai – UAE

- Led and managed IT-related projects, including web and app development, digital marketing, and SEO initiatives.
- Demonstrated exceptional skills in showcasing product features and benefits, resulting in successful customer conversions.
- Consistently generated new business opportunities through effective sales strategies and persuasive communication.
- Collaborated with cross-functional teams to ensure seamless execution of projects, meeting clients' expectations and deadlines.
- Actively engaged with customers to understand their requirements, provided tailored solutions, and built long-term relationships.
- Conducted market research and analysis to identify potential target segments and develop targeted marketing campaigns.
- Implemented effective sales techniques and negotiation skills to close deals and maximize revenue generation.
- Leveraged strong product knowledge and industry expertise to address customer inquiries and resolve issues promptly.
- Utilized CRM systems and sales tools to track customer interactions, manage leads, and streamline sales processes.
- Regularly updated sales forecasts, reports, and pipeline management to provide accurate sales projections and insights to the management team.

### Business Development Executive

#### Radix Software Services Pvt Ltd.

December 2020 - February 2023, Ahmedabad – India

- Managed accounts for International Brands like **Mattel, NoahNY, Vestiaire Collective, Bauer, ITP**, and others.
- Achieved a sales target month-on-month by executing various sales and marketing tools such as, email marketing, LinkedIn marketing, Personal meetings, Events, and other digital marketing activities.

- Established relationships with key decision-makers within the client's organization to promote revenue growth of 17% quarterly and 65% clientele retention.
- Prepared extensive sales pitch presentations and proposals for clients, resulting in an increase in conversion ratio.
- Monitored market trends and competitor activities to identify areas of potential opportunity and developed strategic steps to monetize those opportunities.
- Organized strategic one-on-one meetings with clients as well as other team members (project managers, team lead, operations team, finance team, and other associated teams) to identify and resolve selling hurdles and offer insight into the best tactic.
- Represented the company and promoted products at a couple of conferences and industry events.
- Engaged in product training, demonstrations, consumer awareness, branding, and acquisition initiatives to raise awareness and revenues.
- Ensured customer satisfaction and loyalty to ensure the development of long-term relationships with all clients.
- Developed and implemented a strategy to expand into new geographies, client-segments and maximize revenue goals.

### **Sr. Client Servicing Executive – (Account Manager):**

#### **ONE Advertising & Communication services.**

August 2019 - December 2020, Ahmedabad, India

- Oversaw the Creative development process and execution for all brand materials, including advertisements, social media content, websites, apps, software, and exhibition setups for **Coca-Cola, Rasna, Kitchen Express, Deepak Tea, Flourish, Sandesh News (newspaper and TV), Intas Pharmaceuticals**, and many more for domestic and international markets.
- Achieved growth of AED 45,000+ across 8 clients on month-on-month basis by executing creative deliverables across various channels, including TV, OOH, digital, and Social.
- Managed day-to-day client communications with territory managers and coordinated with cross-functional teams to ensure successful campaign development.
- Wrote creative briefs and developed project timelines and budgets, while ensuring projects were completed on time and within budget.
- Developed campaigns and directed the creative process for traditional and online ads, by leading the design and creative team.
- Mentored and provided guidance to junior team members, contributing to their professional development.
- Conducted competitive ad reviews and market assessments, providing valuable insights to clients and internal teams.
- Developed and delivered tactical briefs and managed studio production to ensure timely and successful campaign execution

## **INTERNSHIP**

**Assisted Mr. Jorge Ferrari** – International Photographer - For Photoshoots  
March 2018 – April 2018, **Dubai - UAE**

- Launch of Mercedes Benz trucks at Dubai Auto drome (Dubai).
- Launch of Mercedes Benz trucks at Dubai Marina (Dubai).
- Doubles Cycling Chase Race at Yas Marina Circuit (Abu Dhabi).
- Car Drag Race at Yas Marina Circuit (Abu Dhabi).
- Formula 1 GP Press Conference 2018 at Yas Marina Conference Centre (Abu Dhabi).
- Porsche Showroom and Workshop shoot at Porsche Centre (Dubai).

## **EDUCATION**

### **Executive Program in Strategic Sales and Management**

Indian Institute of Management, Indore • Indore, India • 2023

### **Masters in Journalism and Mass Communication**

The Maharaja Sayajirao University of Baroda • Vadodara, India • 2016 – 2018

### **Bachelor of Business Administration**

The Maharaja Sayajirao University of Baroda • Vadodara, India • 2013 – 2016

## **CERTIFICATIONS**

- **RPAS Certification – Certified Drone Pilot**
  - Blue Ray Aviation • 2022
- **Project Management Professional (PMP) - 35hrs Course - Instructor Lead**
  - MSBN Education • 2020
- **Business Development and Sales**
  - AppsRow Solutions • 2019

## **SKILLS**

- Client Relationship Management
- Strategic Planning
- Advertising Campaign Management,
- Account management
- Client Servicing
- Business Development
- Training
- MS Office
- Adobe Creative Cloud
- Data Analysis and optimization
- Networking
- Budget Management and Negotiation
- Team Leadership and Collaboration
- Market Research and Analysis
- CRM and Project Management
- Communication and presentation skills
- Photography