

MOHAMMAD UMAR ABDULLAH

PERSONAL INFORMATION



<https://www.linkedin.com/in/m-umar-abd-935a1a229>

304, Abdul Aziz Building, Al-Rigga, Dubai

+971569080734, +971569631330

mdumarabd777@gmail.com

Level of education: B.COM: Management And Commerce

Sex: Male || Nationality Indian | Marital status: Married

Current Residency: Dubai , United Arab Emirates

PROFESSIONAL SUMMARY

Dynamic sales and marketing professional with a proven track record in IT sales, international business, and project management. Skilled in negotiation, market research, and business growth.

MAIN ABILITIES

- **Sales & Marketing Specialist** – Lead generation & business growth.
- **IT & Software Sales** – Specialized in software & mobile app sales.
- **Project Management** – Efficient planning & execution.
- **Market Research** – Insights into industry trends & consumer needs.
- **Global Trade & Sourcing** – Expertise in supply chain & procurement.
- **Legal & Financial Documentation** – Contracts, banking & compliance.
- **Team Leadership** – Proven experience as Chief Marketing Officer.
- **Multilingual** – English, Urdu, Hindi & Basic Arabic.
- **Problem-Solving** – Quick decision-making & innovative solutions.

WORK EXPERIENCE

<p>Mar 2023 - Present</p>	<p>Job location: Lucknow, Uttar Pradesh - India</p> <p>Job position: Chief Marketing Officer (CMO)</p> <p>Company name: UNIVERSAL DIVINE CORPORATION</p> <p>Business sector: IT company (Information technology)</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Managed a sales and marketing firm specializing in software, mobile applications, IT services, and event management. • Led business growth initiatives and established strategic partnerships. • Oversaw operations, sales processes, and marketing campaigns. • Developed and executed marketing strategies to expand market reach.
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Apr 2021 – Feb 2023	<p>Job location: Lucknow, Uttar Pradesh - India</p> <p>Job position: Chief Marketing Officer (CMO)</p> <p>Company name: Signature IT Software Designers Pvt. Ltd.</p> <p>Business sector: IT company (Information technology)</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Spearheaded marketing and sales initiatives, resulting in significant business growth. • Developed and implemented brand strategies for market expansion. • Managed a high-performing sales team to achieve revenue goals.
Sep 2019 – Mar 2021	<p>Job location: Lucknow, Uttar Pradesh - India</p> <p>Job position: Freelance Sales & Marketing Specialist</p> <p>Company name: Multiple IT Brands</p> <p>Business sector: IT company (Information technology)</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Provided sales and marketing solutions for various IT and software brands. • Assisted companies in increasing sales and customer engagement during the COVID-19 pandemic.

Education & Certifications

<p>B.Com (Management & Accounts) (2016 – 2019)</p>	<p>IEC University, Solan, Himachal Pradesh</p>
<p>PCM (Senior High School) (2014– 2015)</p>	<p>NIOS, Aligarh, Uttar Pradesh</p>
<p>Science (High School) (2011 – 2012)</p>	<p>CBSE, Aligarh, Uttar Pradesh</p>
<p>Computer CCC Certification (2020)</p>	<p>NIELIT, Lucknow, Uttar Pradesh</p>

Technical & Industry Skills

- **Sales & Business Growth Strategies** – Expertise in revenue generation.
- **Marketing Campaigns & Brand Management** – Digital and offline strategies.
- **Customer Relationship Management** – Enhancing client engagement and retention.
- **IT & Software Sales** – Specialized in B2B and B2C solutions.
- **Strategic Planning & Execution** – Business development and market penetration.
- **Negotiation & Deal Closing** – Strong communication and persuasion skills.

Additional Information

- **Leadership Experience:** Managed teams in multiple organizations.
 - **Industry Knowledge:** IT services, software, mobile applications, and event management.
 - **Multilingual:** Fluent in English, Urdu, Hindi, and basic Arabic.
 - **Business Expansion:** Successfully expanded market reach through strategic partnerships and innovative marketing strategies.
 - **Client Relations:** Built and maintained strong client relationships to enhance brand loyalty and customer satisfaction.
 - **Public Speaking & Presentation Skills:** Delivered impactful presentations at business meetings and industry events.
 - **Adaptability & Problem-Solving:** Skilled in overcoming challenges and finding effective business solutions.
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