

FALAK MOHAMED



United Arab Emirates



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Sfalak@outlook.com



www.sfalak.ml



International Driving license



SUMMARY

DYNAMIC PROFESSIONAL, EXPERIENCE IN MARKETING, AVIATION, MEDIA, PUBLIC RELATIONS, SALES AND CUSTOMER SERVICE. CONVERSANT IN ENGLISH AND ARABIC. BORN AND BROUGHT UP IN U.A.E

TALENT FOR QUICKLY MASTERING CONCEPTS AND THOUGHT PROCESSES.

VERSATILE, BRAND MANAGER WITH PASSION TO INNOVATE AND THRIVE IN MULTICULTURAL CHALLENGING ENVIRONMENTS



EDUCATION

2014 - 2016

MASTER OF INTERNATIONAL BUSINESS MANAGEMENT

Geneva Business School

2010 - 2013

BACHELOR OF BUSINESS ADMINISTRATION

Bharatidasan University

2008 - 2010

INTERMEDIATE EDUCATION

Chaldean Collage

1995 - 2008

ELEMENTARY EDUCATION

The Model School



EXPERIENCE

ETIHAD AIRWAYS

2014 - PRESENT

GUEST SERVICE REPRESENTATIVE

- Delivering exceptional customer service whilst guiding guest with all services relating to travel requirements.

Inspiring guests by presenting tailored solutions to individual travel needs

- Handling a wide range of complex issues concerning etihad guest rewards and redemption programs and maintaining of CRM. information systems.

- Retain and revive guest satisfaction on critical circumstances such as flight disruptions, emergency response, medical requirements, claims, reservations and transfers whilst guiding guest with utmost courtesy.

- Execute activities in adherence with all company policies and aviation industry standards, Working closely with airline partners, stakeholders, external agencies and foreign airport managers on a daily basis to ensure an uninterrupted travel throughout the airline and codeshare partners.

- Liaising with internal and external entities in order to provide adequate solutions to complains and compliments rendered.

- Identifying potential sales opportunities of products and services based on individual preferences by coordinating with resourceful departments.

- Well versed in worlds leading global distribution systems and reservation systems such as sabre, amadeus and galileo and profound knowledge in CRM Systems including Synergy, SAP, Epiphany.



SKILLS

- PROFESSIONAL SKILLS -



- PERSONAL SKILLS -



LANGUAGES



99% English



90% Hindi



75% Arabic



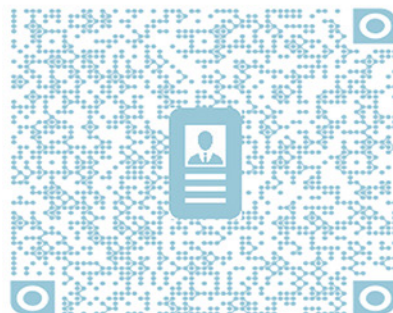
70% Malayalam



60% Urdu



40% French





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EXPERIENCE

ETISALAT BUSINESS INFORMATION SERVICES / EXPRESS

2012 - 2014

MEDIA SOLUTIONS EXECUTIVE

- Developing sales strategies prior to contacting designated markets, using a variety of visuals, including digital layouts and other sales aids. Accordingly formulating client advertising recommendations, which are specifically designed to meet the clients needs.
- Fortifying and furnishing presentations by probing and obtaining crucial information about clients brand and organisations.
- Demonstrating the value of Google Adwords and YP / WP digital advertising to new and existing customers. Through face-to-face contact, cold calling and seeding simultaneously servicing existing clients, develop new programs, protect and increase existing advertising, conversion of prospects into potential clients and minimize decreases and cancellations.
- Generating revenue by maximizing sales opportunities and exceeding sales goals along with overall objectives. measured by sales contacts and revenue generated.
- Handling an aggressive schedule of daily sales contacts. and to schedule, organize, and prioritize work to meet both client and company goals
- Managing deadlines with prior accuracy, visiting client business locations to obtain critical information about client markets and challenges.
- Constantly analysing market and business development opportunities.

ITALIAN SILVER AND LUXURY GOODS TRADING

2011 - 2012

BUSINESS DEVELOPMENT EXECUTIVE

- Organising and implementing sales structure, build and retain relationships with existing and conquest customers
- Maintaining cash flows and and daily sales inventory accounts
- Assisting customers by providing tailored solutions according to initial requirement and recommendation of precision to personal style.



TRAININGS

CORPORATE SECURITY AWARENESS

Guest Service Center - Abu Dhabi

MAY 2016

DISTRUPTIONS AND SUPPORT

Guest Service Center - AlAin

OCT 2015

AIRLINE REWARDS AND REDEMPTION TRAINING

Guest Service Center - Abu Dhabi

JUL 2015

AVIATION SAFETY AND SECURITY AWARENESS

Etihad Academy - Abu Dhabi

FEB 2015

IATA - AIRLINE RESERVATION AND TICKETING | SABRE

Etihad Academy - Abu Dhabi

NOV 2014

GUEST SERVICE FOUNDATION TRAINING

Etihad Guest Service Center - Abu Dhabi

SEP 2014

CUSTOMER RELATIONSHIP MANAGMENT TRAINING

City Seasons - Abu Dhabi

JUL 2014

GOOGLE ADWORDS TRAINING

Novotel Gate Hotel - Abu Dhabi

MAY 2014

MEDIA AND MARKET RESEARCH

Fourpoint Sheraton - Dubai

MAR 2014

BRAND DEVELOPMENT TRAINING

Royal Ascot Hotel - Dubai

DEC 2013

STRATEGIC SALES TRAINING

Etisalat Training Academy - Dubai

MAY 2013

DIGITAL MEDIA INTRODUCTION

Crowne Plaza - Abu Dhabi

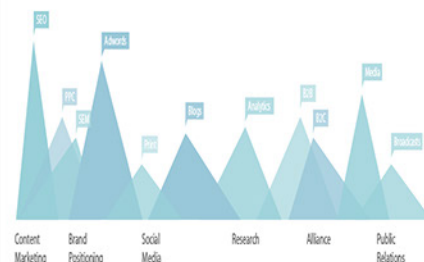
NOV 2012



EXPERTISE



- Marketing
- Business Development
- Event Management
- Customer Service
- Media Sales
- Public Relations
- Management



HOBBIES



Soccer



Fitness



Volunteer



Swimming



Photography



Biking



Travelling



Guitarist



Socializing



Arts



Dance



Bowling

