

# TIJO GEORGE

## Finance and Marketing

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### PROFILE SUMMARY

Experienced MBA-Marketing and HR professional with a proven track record in business development, financial management, and forex management. Skilled in building strong client relationships and identifying growth opportunities to drive business expansion. Demonstrated expertise in managing financial resources, ensuring profitability, and optimizing cash flow. Adept at analyzing market trends, conducting market research, and developing effective marketing strategies to enhance brand presence and customer engagement. Possessing excellent communication, negotiation, and leadership abilities, consistently delivering results in fast-paced and challenging environments

### Areas of Expertise

- Extensive work experience as a Business Development Officer, showcasing a proven track record in driving revenue growth and expanding client base.
- Demonstrated expertise in financial management, with a keen understanding of budgeting, forecasting, and cost control measures.
- Exceptional skills in market research and analysis, allowing for strategic decision-making and effective targeting of customer segments.
- Proficient in utilizing marketing tools and techniques to develop comprehensive marketing strategies that align with business objectives.
- Outstanding communication and interpersonal skills, fostering successful collaboration with cross-functional teams and building strong client relationships.

### WORK EXPERIENCE

#### BUSINESS DEVELOPMENT OFFICER

##### Ahalia Finforex-Changanacherry- Kerala, India

February 2022 - February 2023

- Developed and implemented strategies to expand the company's customer base and increase revenue.
- Conducted market research and analysis to identify potential business opportunities.
- Prepared and presented sales proposals and negotiated contracts with prospective clients.
- Monitored and analyzed market trends, competitor activities, and customer preferences..

#### CASHIER/EXCHANGER

##### Redha AL Ansari Exchange – Abudhabi-UAE

28th May 2016 - 29th February 2020

*Redha Al Ansari Exchange is a leading global remittance and foreign exchange company with branches across the UAE. Redha Al Ansari Exchange was one among the first companies to start foreign exchange and money transfer business in the UAE. The Exchange was initially started in 1945.*



### EDUCATION

#### MBA-Marketing and HR

CMS College, Kottayam.

#### BCOM (Co-Operation)

St.Antony's College, Kanjiarappally

#### XII - (Pre-Degree)

St.Thomas College, Ranni

#### X - (SSLC)

St. George's HSS, Manimala

### KEY SKILLS

- Business Development expertise
- Cash handling and exchange proficiency
- Forex management experience
- Strong financial acumen
- Strategic marketing skills
- HR knowledge and skills
- Effective customer service abilities
- Financial analysis expertise
- Budgeting and cost control
- Negotiation and contract management
- Communication
- Problem solving
- Employee training and development

- Conducted foreign exchange transactions accurately and efficiently, following company policies and procedures.
- Assisted customers in exchanging currencies and provided information on exchange rates and fees.
- Handled cash transactions, ensuring proper verification and documentation.
- Resolved customer inquiries, concerns, and complaints promptly and professionally.
- Maintained accurate records of daily transactions and prepared financial reports.
- Collaborated with the team to achieve sales targets and meet customer service goals.
- Updated knowledge of foreign exchange regulations and industry trends.

## **FOREX MANAGER**

### **Kosamattam Finance Ltd. Kottayam-Kerala**

July 2010 - June 2015

- Managed the forex department, overseeing foreign exchange transactions and services.
- Developed and implemented strategies to attract new customers and expand the company's forex business.
- Conducted market research to identify emerging trends and opportunities in the forex market.
- Handled customer inquiries and provided guidance on foreign exchange products and services.
- Monitored currency exchange rates and executed trades at favorable rates.
- Collaborated with banks and financial institutions to ensure smooth forex operations.
- Prepared financial reports and analyzed the forex department's performance.
- Trained and mentored staff members on forex operations and customer service.

## **FOREX PURCHASE DIVISION HEAD**

### **UAE Exchange & Financial Services Ltd. Kanjirappally-Kerala**

July 2009 - June 2010

- Managed the forex purchase division, overseeing the procurement of foreign currencies.
- Developed and maintained relationships with international suppliers and banks.
- Conducted market research to identify profitable purchasing opportunities.
- Negotiated favorable terms and rates for forex purchases.
- Monitored currency exchange rates and market trends to optimize purchasing decisions.
- Managed documentation and compliance requirements related to forex purchases.
- Collaborated with other departments to forecast demand and plan procurement activities.
- Prepared reports on purchasing activities and inventory levels.
- Implemented cost-saving measures and process improvements in the forex purchase division.

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## **IT SKILLS**

- MS Office
- Tally ERP 6.3 & 7.2

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## **PERSONAL DETAILS**

Date of Birth : 08th October 1982

Nationality : Indian

Gender : Male

Religion : Christian

Marital Status : Married

Passport No : N1191788

Date of Expiry : 20/07/2025

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