



# Ziad Zahid

## CORPORATE MARKETING & SALES EXECUTIVE

DUBAI, UNITED ARAB EMIRATES 5044     +971 55 1526013

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### PROFESSIONAL SUMMARY

- I am a competent, qualified, and result-oriented professional with extensive experience in **Corporate Marketing / Sales / Customer Service/ Retail Marketing / Field Marketing / Email Marketing / Acting Branch In-charge / Supervisor.**
- **Ground Activities / Product Promotional Activities / Kiosk Campaigns & Teller**, which includes more than **7** years of experience in Dubai Financial institutions and Exchange Companies. Versatile Exchange and FX professional successful at cross-selling Exchange products and services, Hardworking and outgoing team member skilled in cash handling processes and management principles. Capable with an outstanding background in customer service, sales and Exchanges, Addresses all questions and concerns with customer satisfaction in mind.

### SKILLS

- |   |  |
|---|--|
| • Customer Service and Communication Skills | • Brand Marketing Strategies   |
| • Patient-focused quality service           | • Financial services support   |
| • Service desk team management              | • Languages support, e.g. Arabic, Urdu, Hindi, Punjabi and French beginner |
| • Field Marketing                           | • Customer Service Optimization  |
| • Customer service experience               | • Scheduled Services   |
| • Product Promotions                        | • Sales expertise  |
| • Service Marketing                         | • Complaint resolution   |
| • Digital banking products and services     | • Creative problem solving   |
| • Service standard compliance               | • Report preparation   |
| • Understanding of payroll services         | • Staff education and training   |

### CORPORATE MARKETING & SALES EXECUTIVE

#### MESRKANLOO INTERNATIONAL EXCHANGE ( DEIRA DUBAI )

12/2022/PRESENT

- Planned and executed events and marketing programs, producing a target number of qualified leads.
- B2B Corporate registrations, documentation, Onboarding process and protocols according to CB UAE regulations.
- Presentations, Proposals, BDM's and Marketing contacts arrangements and attending meetings.

- Developed and executed marketing programs and general business
- Chasing targets and creating strategies for achieving sales-driven businesses and volumes and clients.
- Effective knowledge of the process of Licenses and companies established under Mainland, Freezone or Sole Proprietorship.
- Corporate site visits and verifications along with the compliance team to assure the premises.
- Worked closely with clients to identify their needs and challenges and provide solutions.
- Maintaining correspondence with managers, teams, and consumers to assure customer satisfaction.
- Utilizing the extensive knowledge of computer-based programs such as Photoshop, PowerPoint Etc. to produce local and national advertisements, marketing materials and presentations for localities and internal company reference material.
- Identifying target audiences and analyzing marketing structure and strategies
- Ground activities, floor activities and Mall due diligence responsibilities.
- Evaluated leads obtained through direct referrals, lead databases and cold calling. Modelled exceptional customer service skills and appropriate diagnostic sales businesses and other settings.
- Corporate registrations, documentation, onboarding & due diligence done as per Dubai Economy regulations and Central Bank UAE policies.
- Effective knowledge of the process of licenses and companies established under Mainland, Freezone or Sole Proprietorship.
- Corporate site visits and verifications along with compliance team to assure the premises.

## **MARKETING AND SALES SUPPORT / ACTING SUPERVISOR / TELLER**

*05/2019 till 10/2021*

### **AL ROSTAMANI INTERNATIONAL EXCHANGE**

**DUBAI, UNITED ARAB EMIRATES (MARINA, DUBAI MALL, AL FAHIDI, HOR AL ANZ, IBN BATTUTA, TRADE CENTER, AL NAHDA, BANIYAS SQUARE BRANCH etc.**

- Acting Branch supervisor, reports generation, safe passwords, and alarm safety activations
- Coordinated daily cash reconciliation in high-volume location
- Opened accounts with cross-sale ratio of products opened
- Answered telephone inquiries on banking products including checking, savings, and lines of credit
- Created strategies to develop and expand sales of services to existing customer which resulted in 80% increase in annual revenue
- Provided high-level customer service through friendly approach, strong professionalism and timely assistance with customer transactions
- System up loader of multi-currency card Cash passport (MasterCard).
- Service agents of Money Gram for receiving and transferring all over the world
- Ground marketing activities performed
- Exceeded quarterly sales goals by 100%

- Executed customer transactions, including deposits, withdrawals, money orders and checks
- Upheld strict financial controls by keeping funds secure and accurately transferring monies
- Processed quarterly vault and ATM audits with zero error rate
- Completed highly accurate, high-volume money counts via both manual and machine-driven approaches.
- Promoted products or services to each customer to consistently achieve sales targets
- Maintained balancing record with 100% rate of accuracy
- Enthusiastically greeted customers and offered dedicated service during entire transaction, improving bank satisfaction ratings.
- Volunteered for extra shifts during holidays and other busy periods to alleviate staffing shortages
- Executed wire transfers, stop payments and account transfers.
- Regularly exceeded challenging goals in all professional interactions
- Maintained friendly and professional customer interactions
- Processed exchange and foreign currency
- Maintained teller drawer to perform bank transactions

**CASH OFFICER / CUSTOMER SERVICE** 06/2012 to 04/2017  
**HABIB Exchange Co. LLC REBRANDED to INDEX Exchange Co. LLC |**  
**DUBAI, U.A.E**

Buying ,selling of following currencies:

- USD, EUR, GBP, CHY, CHF, JPY, BND, SGD, TUL, AUD, CAD, THB, SAR, QAR, BHD, KWD, OMR, MAL, INR, BDT, PHP, NRS, PKR, etc.
- Exchange currencies according to customer satisfaction.
- Ensure compliance with U.A.E Law and any other relevant Federal laws.
- Enable suspicious customers and Transactions to be detected and reported
- Ensure the Authorized Firm is able to provide an audit trail of a Transaction.
- Ensure compliance with any other obligation in these Rules.
- Collecting and posting of cheques.
- Paying salaries by WPS (Wages Protection System)
- Payments done in huge amount for foreign currencies and other transfer services e.g.
- Western Union, Xpress Money and Interbank services
- Remittance cash collecting
- Preparing and sorting cash for depositing in Central bank.
- Proven ability of balancing cash vaults up to 5 million and above.
- Outdoor responsibility of buying ,selling of currencies with banks and other exchange companies
- Give training to new cashiers of how to do's and don'ts of foreign currency and local currency.

**ASSISTANT ACCOUNTANT CUM CASHIER**

01/2011 to 05/2012

**INSAF Iron Private Limited | Sialkot, Pakistan**

- Establish, maintain, and reconcile the general ledger.
- Classify transactions of general ledger.

- Responsibility to conducting month end closing.
- Prepare fixed assets addition & deletion movement and their incorporation in books (ledger).
- Fixed assets depreciation on monthly basis and keep track on assets useful life until scrap via specific procedure.
- Reviews the bank's financial records for ensure its compliance with company policy, as well as federal and local laws.

## EDUCATION

- Matriculation Cambridge Public High School, Sialkot
- Intermediate of Commerce (I.Com) SIIT College of Sialkot  
(Year 2008/2010)
- Business Administration Second Semester (FREEZED) Virtual University of Pakistan  
(Year 2010/2011)

## CERTIFICATIONS

- FINANCIAL CRIME (MIDDLE EAST) CERTIFICATION with a score of 90% prepared by **THOMSON REUTERS**
- FRAUD PREVENTION (GLOBAL) CERTIFICATION with a score of 80% prepared by **THOMSON REUTERS**

## HONORS & AWARDS

- **Best Service Performer (DSES MARINA BRANCH DUBAI) - AI Rostamani International Exchange (Feb 2021)**  
Recognition of good performance and contribution extended towards in achieving the "Best Service Performance Outlet" for 2020 - winner of Dubai service excellence scheme marina branch Dubai (DSES)
- **Best Customer Service Award by - AI Rostamani International Exchange**

## LANGUAGES

**English, Urdu, Punjabi, Hindi:** Native language

**Arabic:** B2      **French:** A1

Upper intermediate      Beginner