

MOHAMMAD UMAR ABDULLAH

PERSONAL INFORMATION



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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

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

Education & Certifications

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

## Technical & Industry Skills

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- **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

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- **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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