

# Arbaaz Budhani

Sales Manager

Dubai - United Arab Emirates

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## Languages

English (Fluent)

## About

I am a goal oriented and results-driven Business Executive with substantial experience in directing digital marketing, Sales and business operations for the brand I am working with. I am recognized for providing quick solution to the problems that arise in business activity, leading high performing teams, creating effective business strategies, developing future plans and expansion strategies! With great business knowledge and Sales expertise, I have been able to fulfill the prospective KPIs and achieve required business goals!

### BRANDS WORKED WITH

Ahmed Abdul Rahman al Hafiz Est.

KAARA

Youth Xpo

## Experience



### ● Senior Sales and Marketing Manager

KAARA | Jan 2017 - Dec 2022

KAARA is an Eastern Semi formal clothing brand specifically targeting to the middle and upper middle class to give them a Luxury experience in the form of Attire. KAARA has been operational since 2017 and currently has its own Flagship store in Karachi and product displays in all High end Malls all over Pakistan. As a Senior Sales and Marketing Manager, I have:-

- Achieved 20% growth on Sales Annually through dealt proactive approach, while conquering pandemic at a much higher pace through quick turn around strategy, bringing on board the state of the art adoption partner for e-commerce channel establishment to ensure business objectives are served and met on quarterly basis
- Achieved 1,000,000 Unique visitors within a span of 3 years by applying Creative and attractive Content Strategy approach with efficient use of paid ads.
- Achieved 40% N.P growth every year from 2018 till 2022 through Consistent Branding, Quality Control, and Growth in Sales due to expansion in distribution network.
- Leanprocess and JIT was implemented, 90% efficiency delivered over-time, profit increased by 15% Annually partly through process optimization and quality control
- Assisted the brand with launching various digital Marketing Campaigns to achieve Brand awareness and Conversion KPI
- Managed the National Network of 1 Flagship store and 8 Displays generating in total PKR80mil yearly Revenue
- Smooth Handling of Brand positioning from Low cost Semi Formal wear to high end Luxury Semi formals which impacted to more than 50% increment in Sales
- Maintaining Strong Relationships with Key Account Stakeholders

### ● Sales Manager

Ahmed Abdul Rahman al Hafiz Est. | Jan 2014 - Jan 2017

goods from Pakistan and we specifically deal in only one brand with the name of JB's Jeans. Our supply and Distribution has been reached the whole of Saudi Arabia. My Job Description states:-

- Manage and deal with big clients
- Manage the sales under Makkah province region
- Finalize monthly Sales report
- Lead Salesman working under my department

### ● Project Intern

Youth Xpo | Jun 2011 - Oct 2011

Project Intern (Ambassador)- Young Leaders Conference.