

FAIZAN FAROOQ

Sales and Marketing Analyst

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PROFESSIONAL SUMMARY

Results-driven **Sales and Marketing Analyst** with **2+ years of international experience** in **B2B and B2C sales** across financial and banking sectors. Proven track record of **exceeding sales targets**, identifying **high-value business opportunities**, and **building strong client relationships**. Adept at **lead generation, sales strategy execution, and consultative selling**, ensuring tailored solutions that optimize profitability and customer satisfaction. Passionate about **driving revenue growth** and **delivering exceptional client experiences**.

PROFESSIONAL EXPERIENCE

Product Consultant

Citi Bank | Dubai, UAE

02/2024 – Present

- **Client Relationship Management**
 - Build and maintain strong relationships with **individual and business clients** to understand their **financial needs** and objectives.
 - Serve as the **primary point of contact**, addressing inquiries, resolving issues, and delivering personalized banking solutions.
- **Sales & Business Development**
 - Promote **banking products and services**, including **loans, credit cards, investment products, and deposit accounts**, driving customer engagement and sales.
 - Identify **new business opportunities** through networking, referrals, and proactive outreach strategies.
- **Financial Assessment & Advisory**
 - Conduct **client financial assessments**, offering strategic recommendations tailored to their financial goals.
 - Provide expert guidance on **creditworthiness, loan applications, and investment strategies** to enhance financial security.
- **Regulatory Compliance & Documentation**
 - Ensure all client documentation complies with **banking regulations and industry standards**.
 - Stay updated with evolving **banking policies and compliance requirements**.
- **Client Education & Financial Literacy**
 - Educate clients on **banking products, financial management, and wealth-building strategies**.
 - Organize and lead **financial literacy workshops** to empower clients with informed decision-making.

Relationship Officer

Commercial Bank of Dubai | Dubai, UAE

01/2023 – 01/2024

- Maintained **exceptional customer service**, ensuring a seamless banking experience.
- Proactively reached out to **potential and existing customers**, introducing them to tailored financial solutions.
- Addressed client inquiries on **products, banking policies, and financial services**, ensuring transparency and customer satisfaction.
- Identified client needs through strategic questioning and recommended appropriate financial products.
- Facilitated smooth coordination between clients and the **field sales team**, enhancing business efficiency.

KEY SKILLS

- Sales Strategy Development
- Lead Generation & Prospecting
- Sales Pipeline Management
- Negotiation & Closing Techniques
- Customer Relationship Management
- Product Knowledge & Demonstrations
- Cross-Selling & Upselling
- Financial Consultation & Advisory
- Business Development
- Market Analysis & Competitor Research

PASSIONS & INTERESTS

- **Customer Success & Satisfaction** – Passionate about delivering **exceptional customer experiences** and fostering **long-term client relationships**.
- **Sales Growth & Innovation** – Continuously exploring **innovative sales strategies** to maximize revenue growth and achieve business objectives.
- **Continuous Learning & Professional Development** – Committed to staying ahead of **industry trends** to provide cutting-edge **financial solutions** to clients.

CERTIFICATIONS



- Direct **Sales** Training Academy

EDUCATION

- **Bachelor's in Computer Applications**
Arni University | Himachal Pradesh, India

07/2019 – 07/2022

LANGUAGES

-  **English** – Advanced
-  **Arabic** – Advanced