



## KHAN MOHD SUFIYAN ABDUL MATEEN

Management Graduate | Marketing Professional

### PERSONAL VITAE

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- Address: Mumbai, Maharashtra
- Date of Birth: 03/04/2000
- Gender: male
- Nationality: Indian

### ACADEMIC QUALIFICATIONS–

- MMS in Marketing, [St. Francis Institute of Management and Research], [8.13], [2023-25]
- Bachelors of Commerce, (BAF) - [St. John college of humanities and science], [77.03], [2022]
- Higher Secondary School Certificate (HSC), [72.77], [Tarapur vidya mandir & junior college], [2019]
- Secondary School Certificate (SSC), [Dr S.D. Vartak Vidyalaya], [68.40], [2017]

### PROFILE SUMMARY

Marketing graduate with a strong foundation in market research, competitor analysis, and client communication. Experienced in handling client outreach through emails and follow-ups, with a focus on building lasting business relationships. Interested in roles that involve brand strategy, market analysis, or digital marketing. Known for being detail-oriented, proactive, and eager to learn and contribute to team goals.

### EXPERIENCE–

#### INTERNSHIP [01-03-2025 – 31-08-2025]

- Managed daily customer calls, order processing, and dispatch coordination.
- Built business relationships by engaging with new and existing customers through regular follow-ups.
- Handled billing, invoicing, payment collection, and ensured smooth delivery with end-to-end client coordination.

#### Internship | Marketing Intern

##### UC Pigment India Pvt Ltd, [Mumbai] | [02-05-2024 – 30-06-2024]

- Analyzed company and industry profiles, assessing market size, key trends, and competitor positioning to support strategic planning.
- Conducted targeted online research to identify and qualify prospective SME customers in B2B segments.
- Managed end-to-end client outreach through cold calling, personalized emails, and follow-ups, effectively promoting products and building relationships.
- Shared brochures and product information to generate interest, resolve inquiries, and convert prospects into potential leads.
- Assisted the sales team in lead nurturing, pipeline tracking, and maintaining records of client interactions in a structured format.

### ACADEMIC PROJECT – CONVERTIBLE PILLOW

- Designed an eco-friendly convertible travel pillow using organic cotton.
- Developed marketing and pricing strategy with a 2-year payback projection.

### ACHIEVEMENT & RECOGNITION –

- **Winner**, Role Play – Negotiation and Selling Skills, 2023
- **Second Prize**, Facility Layout Model – Operations Management, 2023
- **Consolation Prize**, Street Play – Department of Lifelong Learning and Extension (DLLE), 2024



## St. Francis Institute of Management And Research

### GENERAL SKILLS –

- Relationship Building
- Market Research & Analysis
- Lead Generation & Client Outreach
- Time Management
- Communication & Interpersonal Skills

### TECHNICAL SKILLS –

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Advance Excel
- Basic of Canva
- Power BI

### CERTIFICATIONS –

- Diploma in Office Automation Covering MS Office 2013
- Diploma in Advance Excel
- NPTEL Online Certification- Design Thinking- Prime
- Digital Marketing

Date:

Place: Mumbai, Maharashtra

### EXTRACURRICULAR ACTIVITIES –

- **Leadership & Participation:**
  - Member of Mindfulness Club at SFIMAR – promoted student mental wellness through interactive sessions and awareness initiatives.
- **Event Management, Coordination, and Promotion:**
  - Co-ordinated Luminance during Annual Day – managed planning, logistics, and execution.
  - Co-ordinated Outbound Training Program – organized student team-building and leadership development sessions.
  - Co-ordinated SAMPARK (Alumni Meet) – handled alumni engagement and event coordination.
  - Participated in industrial visits to Jaswant Industry and Metalizing Equipment, Jodhpur – gained exposure to manufacturing processes and business operations.
- **Entrepreneurship:**
  - Participated in Entrepreneurship Drive under DLLE at SFIMAR.
  - Participated in INNOHATCH, SFIMAR's intra-college innovation and entrepreneurship competition.

### INTEREST & HOBBIES –

- Travelling
- Playing Cricket

### STRENGTHS

- Leadership Skills
- Analytical Approach
- Team Player
- Result Oriented

### LANGUAGES KNOWN

- English
- Hindi
- Urdu

### DECLARATION –

I hereby declare that the above - mentioned information provided is true to the best of my knowledge.

Sufiyan Khan