



PARESH KHATRI

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BUSINESS DEVELOPMENT ~ PRODUCT MANAGER ~ OPERATIONS ~ SALES

C-Level Executive ~ International Markets Assessment ~ Transformation

- Visionary Sales Professional & a Business Executive with extensive experience in independently handling the project, product launch in the market starting from procurement to release and overall operation of the organization.
- Target beating marketing professional prospect and present at C-Level to secure new business and retain long term profitable accounts; capable of offering 360 solutions that are proven to penetrate markets, retain clients and generate increment in revenue YoY.
- Possesses an exemplary track record of performance within Mobile phones, Computer Hardware and Software, Furniture, E-commerce, and Stock lot clearance products sales.
- Managed and made relationship with advertiser and affiliate partners, such as bloggers, price comparison, cash back, KOLs for Ecommerce Platforms in UAE.
- Proficient at identifying untouched international market and events and procure transformational results for any business irrespective of the industry.
- High level of creativity and analysis ability, skilled in working cross-functionally to develop sales and marketing plans to engage prospects, networking at industry events to generate leads and formulate compelling presentations and bespoke solutions that has repeatedly won business.
- Proven record of success in career in short time; started as a business development manager in UAE Dubai in 2012 and was recruited as a CEO for an e-commerce website within 5 years in the same country

- Operations Management
- Finance Control
- E-Commerce
- Sales, CS & Business Development
- Media & Advertising
- Marketing & PR
- Customer Retention
- Business Strategies
- Team leadership
- Budget Management
- Sales/Operational
- Planning
- Supplier Management
- Stakeholder Management
- Inventory Management
- Purchasing/Procurement
- Quality Control
- Project Management
- Board Level Reporting

Career Highlights

Developed, Launched & Sold an E-commerce Website in UAE within 8 months resulting in a profit of \$138,000 for the investors (2007-2008).

Without the prior experience of gambling, successfully Developed, Launched & Sold a Betting /Gambling website in Kenya within 19 days, resulting in a profit of \$ 91,000 for the investor (2019).

PROFESSIONAL EXPERIENCE

Cursor Technologies, Dubai, UAE
Business Development Manager

April 2011 – April 2012

Key Highlights:

- Was hired by the company for the overall development and launch of the product.
- Developed a brand named Cursor (Computer peripherals) from scratch for the market of Kenya.
- Responsible for Procurement in China for four months to a successful launch in Kenya and Uganda.
- Duration: 1 year.
- Countries Travelled: China, Dubai and Kenya.

Niti Computer LLC, Dubai, UAE
Purchase Manager

April 2012 – April 2013

Key Highlights:

- Responsible for purchasing Computer Desktops/Laptops and Mobile phones from Asian markets for the branches in Gulf and African countries.
- Countries Travelled: Singapore, Malaysia, Hongkong, China, Kenya and the United Arab Emirates.

Microcity World LLC, Dubai, UAE

June 2013 – April 2017

General Manager**Key Highlights:**

- Maintained the entire company, as the company was new to the country, developed all operations.
- Created a brand “Tembo” for Mozambique market.
- Promoted an upcoming website in UAE (Awok.com)
- Promoted affiliate partners opportunity across the industry
- Collaborated with account management team to enhance revenue
- After the success of Awok.com, was handling 4 Ecommerce platforms and doing their Digital marketing.
- Managed and maintained relationships with affiliate partners to work on campaigns outside of commission base structure
- Conducted regular SEO analysis and made recommendations to optimize site content, site architecture, linking, etc.
- Developed and executed comprehensive and consistent media/marketing/communication strategy to build powerful brand identity and enhance brand awareness & brand recognition
- Conducted extensive market research for my client's mobile, CPM, CPC, pay-per-call and social campaigns and provided demographic insight and keywords to target campaigns
- Working with the Product and Partnership team to evaluate new marketing opportunities to deliver the marketing plan
- Consulted affiliates on PPC, PPV, Media Buy, Display, PoF, Facebook, Mobile, and various other advertising platforms

Zhimin Xie General Trading LLC, Sharjah, UAE

June 2017 – September 2018

Chief Executive Officer**Key Highlights:**

- Built an Ecommerce website from scratch. Launched and sold it within 9 months after the launch, giving out a profit of \$138,000 to the investors. (aldeals.com sold to noon.com)
- Managed the launch and on-going, day-to-day performance of the aldeals.com partnerships and influence across other functions (including site optimization, marketing, operations and technology) to resolve issues as they arise

Trigentular Holdings Ltd, Nairobi, Kenya

October 2018 – August 2019

Chief Executive Officer**Key Highlights:**

- Built a betting/gambling website (first of its kind) from scratch. Launched and sold it in 19 days after the launch, giving out a profit of \$91,000 to the investor.

COMPUTER SKILLS

Operating Systems: Windows

Software: MS Office

Social Media Marketing: Facebook, Instagram, and YouTube

Search Engine Optimization: Image search, Video search, Academic search, News search, and industry-specific vertical search engines.

EDUCATION

- **MBA (Finance)** | R.D College Mumbai, Maharashtra | 2002

PERSONAL DETAILS**D.O.B:** 2nd March 1980**Gender:** Male**Marital Status:** Married**Languages Known:** English and Hindi**Personal Interests:** Creating/Designing Innovative Project Ideas, Movies**Nationality:** Indian**Passport:** L265524, Expiry: 06/10/2023**Address:** C213 Sundarvan Society Sama, Vadodara, Gujrat