



SHEERAZ AHMAD BHAT

Sales & HR Leader | Empowering Teams | Building Success
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PROFESSIONAL SUMMARY

Results-driven **Sales & HR professional** with 10+ years of experience in driving revenue growth, **team leadership**, and **strategic planning**. Proven ability to **exceed sales targets by 30%+**, **train 500+ employees**, and **optimize business processes to improve efficiency by 20%**. Adept in **sales strategies**, **HR training**, and **customer relationship management**.

EDUCATION

MBA | ICFAI University | Dehradun, India
June 2008 – June 2010

- Conducted MSME market research and industrial surveys.
- Completed Marketing & HR projects.
- Contributed to Indian Army's Handmade Paper Initiative.

WORK EXPERIENCE

Sales Officer | BIPL Rehmat Spices Ltd.

Srinagar, Kashmir | Jan 2024 – Jan 2025

- Developed and executed **sales strategies**, increasing **regional market share by 25%**.
- Strengthened **distributor partnerships**, achieving **15% higher product penetration**.
- Conducted **sales training**, improving team efficiency by 20%.

Area Business Manager | AirVoice India Electric Ltd.

Jan 2023 – Jan 2024

- Led **sales expansion**, increasing **product reach by 35%**.
- Conducted **market analysis**, identifying **new business opportunities**.
- Collaborated with **distributors**, optimizing business outcomes and boosting revenue.

HR Trainer | Orion Edutech India Ltd.

Jan 2019 – Jan 2021

- Designed and delivered **HR training programs**, enhancing **workforce productivity by 25%**.
- Conducted **500+ training workshops** for corporate and government institutions.
- Developed **training materials** and **monitored effectiveness** for continuous improvement.

HR Trainer | Mercure Hotel | Khamis Mushayt

Saudi Arabia | May 2015 – Jan 2017

- Implemented **HR training programs**, improving workplace communication.
- Led **conflict resolution** initiatives to enhance **team collaboration**.
- Mentored **HR professionals** for leadership development.

Assistant Manager | Gulfam Group of Hotels

Srinagar, Kashmir | Jan 2013 – Aug 2014

- Supervised **daily operations**, ensuring smooth hotel functioning.
- Managed **budgeting and cost control measures**, maximizing profitability.

Sales Officer | Macleods Pharmaceuticals
Uttarakhand | Sep 2010 – Nov 2012

- Led **market research projects** to drive.
- Coordinated **medical events with top doctors**, enhancing brand visibility.

ACHIEVEMENTS & AWARDS

- Highest Regional PRPM Award.
- Delivered 500+ training sessions in government colleges & schools.
- Awarded an international trip for top sales performance.

CERTIFICATE COURSES

- Business Email Etiquette.
- Customer Relationship Management.
- Effective Leadership Management.
- Digital Marketing Strategies.
- Performance Review Management.
- Master at AI for Human Resource . Etc.

CORE SKILLS

- Sales Strategy & Business Development
- Human Resource Management & Talent Acquisition
- Customer Relationship Management
- Market Research & Competitive Analysis
- Training, Coaching & Employee Development
- Leadership, Team Building & Performance Management
- Negotiation, Conflict Resolution & Decision-Making
- Sales Forecasting & Revenue Growth
- Strategic Planning & Process Optimization
- Problem-Solving & Cross-Functional Communication

LANGUAGES

- English - Fluent
- Arabic - Fluent
- Urdu - Fluent