



# MUHAMMED NIHAL

MBA Graduate | Marketing & Finance Specialist

## My Contact

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## skills

- Market research and analysis
- Excel proficiency
- Account Reconciliation
- Continuous learning and self-improvement
- Data analysis
- Brand management
- Ethical conduct
- Bookkeeping
- Financial Reporting

## Languages known

- English
- Hindi
- Malayalam
- Arabic (read and write)

## Certifications

- Digital Marketing and E-commerce - Google
- Financial analysis- University of Illinois Urbana Champaign
- Excel Skills for Business- Macquarie University

## References

DR. RIAZ AHMED (Director)  
Farook institute of management studies  
Ph: +91-9633960916

## Career objective

Dynamic MBA graduate specialized in marketing and finance, with a strong foundation in strategic analysis and data-driven decision-making. Seeking a challenging role where I can leverage my knowledge and expertise to drive business growth and develop innovative marketing and financial strategies. Committed to delivering measurable results and contributing to the success of a forward-thinking organization.

## Professional Experience

### Metro fresh hypermarket - Mattannur (Accountant) 2022-2023

- Managed a wide range of financial transactions, including sales, purchases, and expenses, ensuring accuracy and compliance. Maintained meticulous financial records, contributing to the organization's fiscal transparency.
- Cash Handling and Vendor Relations: Assisted in cash handling procedures, cash register reconciliation, and deposit preparation. Managed vendor interactions by verifying invoices for accuracy and facilitating timely payments, fostering positive vendor relationships.
- Supported the preparation of basic financial reports, such as daily sales reports and expense summaries. Maintained organized financial documentation, including invoices and receipts, for audit and reporting purposes, enhancing financial accountability.

## Project Experience

- **Study on consumer behavior with reference to Metrofresh hypermarket, kerala:** Conducted an in-depth study analyzing consumer behavior patterns within MetroFresh Hypermarket, investigating purchasing trends, preferences, and decision-making processes. Utilized surveys, observational methods, and data analysis to uncover key insights into consumer behavior dynamics in a retail environment.
- **Study on Customer Satisfaction and Loyalty at Milma, Kerala:** Researched customer satisfaction and loyalty at Milma, Kerala, driving actionable strategies for service enhancement and loyalty program optimization.

## Education background

### 2020- 2022 Masters in business administration (Finance & Marketing)

Farook institute of management studies (University of Calicut)

### 2017- 2020 Bachelor of business administration

Mahe co-operative college (Pondichery university)