**FATHIMA RAFKHAN SHIBA**

1006- 175 Carruthers Ave, Ottawa  (416) 900 5570  [rafkhan.s15@gmail.com](mailto:rafkhan.s15@gmail.com)

**SUMMARY & SKILLS**

* Successfully executed sales transactions of USD 28M and Managed projects worth USD 4M
* Dedicated professional with over 10 years of project management, real property management, planning, sales, leasing, marketing & procurement experience
* Extensive experience in negotiating, managing and closing deals with customers, stakeholders and suppliers in a challenging environment
* Excellent understanding in compiling and analyzing research findings, preparing briefings, writing reports and responses, and maintaining stakeholder relations
* Leveraged consultative selling techniques throughout complex and multiple-level of sales processes
* Consistently exceeded sales goals, developed strong robust relationships with clients, stakeholders, management and team
* Proficient in Microsoft Office- Word, Excel, Outlook, PowerPoint
* Multilingual: Native English, Learning French, business Tamil and business Singhalese

**PROFESSIONAL EXPERIENCE**

**MANAGER**

**AVIC INTERNATIONAL** October 2015–October 2022

*AVIC, a fortune 500 state-owned corporation, with multiple business units covering defence, transport aircraft, avionics, general aviation, research, testing, asset management, construction and engineering. Astoria is a residential luxury condominium built in the heart of Colombo by AVIC International with an estimated investment of USD 250 million to offer a luxury lifestyle for the locals and the international communities.*

* Personally achieved real property sales of USD 28 million which had a significant contribution to the company’s revenue; apartments were ranging from USD 300,000 to USD 1 Million
* Worked closely with multiple stakeholders to execute projects worth USD 4million
* Managed clienteles’ portfolios of investments with Astoria, including end to end client acquisition to handover close to 120 apartments ranging between USD 300,000 to USD 1,000,000
* Improved communication and close follow ups with existing and potential clients to increase client portfolio, sales, leasing and rentals
* Participated in various local and international events sponsored by AVIC e.g., Colombo Golf Association, Investors and Business Forums, Sri Lanka interior design festival, Maldives Annual property show, Chinese Annual Property Shows’ to increase awareness of the Astoria Project, identify potential leads and boost sales
* Developed in-house database of sales related legal documentation and property management to expedite sales and tailor custom solutions
* Identified new sales opportunities through multiple mediums, including social media and traditional media such as advertising on local paper, online property websites
* Managed overall sales, planning and marketing activities that include market research, sales presentations, analysis of sales and marketing trend, advertising and marketing promotional events; in order to set out monthly targets, increase sales and identify potential leads

**SENIOR SALES EXECUTIVE**

**COLONIAL MOTORS** May 2013 – September 2015

* Sold over 100 cars with approximate total value of USD 5,000,000
* Exercised exceptional convincing which lead to deal closures with customers; and was offered a rapid promotion from Sales Executive to Senior Executive within 4 months
* Demonstrated knowledge about different vehicle models and options available; which assisted to guide customers when making their purchasing decision

**EDUCATION**

MASTERS IN BUSINESS ADMINISTRATION, with Distinction London, UK

**UNIVERSITY OF WEST LONDON**  *September 2019- October 2020*

BA (HON) INTERNATIONAL BUSINESS MANAGEMENT, with Distinction London, UK

**LONDON METROPOLITAN UNIVERSITY** *September 2007- July 2010*