

AJMAL RASHAD M M

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SUMMARY

I am a dedicated and Results-driven Purchase Manager with experience in purchasing quality products, vendor negotiation, and sourcing the best products at competitive prices with extended warranty periods. Skilled in digital marketing, HR management, team leadership, and business development. Strong ability to manage operations, build supplier relationships, and improve business growth through effective planning and management.

WORK EXPERIENCE

General Manager , Thextruder

July 2025 - Feb 2026

- Oversee overall business operations, HR, and marketing strategy to ensure smooth performance and growth..
- Lead strategic planning, budgeting, and brand development initiatives..
- Manage cross-functional teams to improve efficiency, customer experience, and revenue growth.
- Drive marketing innovation and digital strategies to strengthen brand visibility and sales.

Purchase Manager / HR Incharge, Thextruder

Feb 2024 - Jun 2025

- Procured quality products from reliable suppliers through market research.
- Negotiated with vendors to secure the best prices, terms, and warranty periods.
- Managed supplier relationships and ensured timely procurement and deliveries.
- Handled HR operations, including recruitment, onboarding, and employee coordinatio

Digital Marketing Executive , Thextruder

July 2023 - Jan 2024

- Managed digital channels including social media, email marketing, and Google Ads.
- Optimized SEO, SEM, and content strategies to increase traffic and lead generation.
- Monitored website analytics, keyword performance, and online traffic growth.

EDUCATION

Diploma In Digital Marketing

2022 - 2023

UPES,

Bachelor of Business Administration (BBA)

2019 - 2022

Calicut University

Computer Science

2017 - 2019

Plus Two

DIGITAL MARKETING SKILLS

● Meta Ads ● Snap Chat Ads ● Google Ads ● LinkedIn Ads ● Email Marketing ● SEO

ADDITIONAL SKILL

● Web Development ● Human Resource Management ● Project Management ● Leadership & Team Management ● Customer Relationship ● Supplier Negotiation & Bargaining ● Cost Control & Budget Management ● Purchase & Vendor Management

LANGUAGES

● Malayala ● English ● Tamil