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**Profile and Summary:**

*To understand the philosophy of the Multinational’s Business. To find the depth in the field of* ***Marketing****, working with an innovative organization and employing new trends and techniques in the marketing field and be an integral part of the core competencies of the organization.*

***Adnan*** *is now seeking next challenging and rewarding opportunity to demonstrate substantial abilities and make an effective contribution to your organization and establish a long standing career with your organization.*

**Professional Qualifications:**

*Dec 2007* ***Master in Business Administration (Marketing)***

 *B.Z.University Multan, Pakistan.*

*August 2005* ***Bachelors in Computer Sciences (Honors)***

 *University of Management & Technology Lahore, Pakistan.*

**Professional Experience:**

***April. 2008 – Feb. 2010 Assistant Marketing Manager***

 ***Coca Cola Pvt Ltd, Pakistan.***

**Role & Responsibilities as *Assistant Marketing Manager*:**

* *Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.*
* *Initiate market research studies and analyze their findings.*
* *Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.*
* *Develop pricing strategies, balancing firm objectives and customer satisfaction.*
* *Determine price schedules and discount rates.*
* *Support in building and enhancing the brand Image of the company in line with its objectives.*
* *Collect competitive research on window schemes, season launches, sales, promotions and offers.*
* *Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.*
* *Resolve customer complaints regarding sales and service.*
* *Oversee regional and local sales managers and their staffs.*
* *Plan and direct staffing, training, and performance evaluations to develop and control sales programs.*
* *Prepare budgets and submit estimates for program costs as part of campaign plan development.*
* *Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.*
* *Evaluates data on existing products or selected customer groups and recommends changes, to the Marketing Manager, as needed in advertising, merchandising, market research, and other aspects of the marketing plan to achieve volume estimates, budgets, and sales and profit contributions.*
* *Manage the production of marketing materials, including leaflets, posters and flyers - writing and proof-reading copy, and liaising with designers and printers.*
* *Manage all in-store creative including generic, seasonal, promotional and sale POS.*
* *We use SOSTAC model to structure a marketing plan.*

***June. 2007 – Aug. 2007******Internee in Sales Dept.***

 ***Sayyed Engineers Pvt Ltd Lahore, Pakistan.***

***CORE SKILLS AND EXPERTISE:***

* *I have also studied Accounting, Finance, Operations, HR and Management; I have exceptional knowledge of these subjects. I have expert knowledge of Accounting software & other State of the art Technology to manage the Accounts Systems in a very regular order through internationally adopted procedures.*
* *A sharp and innovative mind full of Analytical and Mathematical skills. Professionalism with Zeal to achieve organizational and personal goals.*
* *I assure you of sustained and reliable service combined with an Open mind, Energetic thinking and Positive attitude.*
* *I work in the sales department of Sayyed Engineers and got a good working experience.*
* *I am guiding my family in running the operations of our family business of a Retail Store “AL-NOOR” Sweet, Bakers & General Store. I have an experience of dealing with people and managing the resources in an effective manner. So I have started my practical life from my home.*

***Computer Skills:***

* *Peach Tree / Tally / Quick Book.*
* *Advance Office Automation.*
* *Internet use.*

***Additional Skills:***

* *Good communication skills in English, Urdu and Hindi.*
* Good presentation & interpersonal skills
* *Good Leadership & Managerial Skills*
* *Good Business dealing skills*

***Academic Projects:***

* *6 weeks Internship in* ***Sayyed Engineers Pvt Ltd Lahore.***
* *Term Report of* ***Business Research*** *on feasibility of* ***McDonalds*** *&* ***KFC*** *in Sahiwal.*
* *Term Report of* ***Financial Management*** *on Financial Analysis of* ***Honda Atlas.***
* *Term Report of* ***Marketing Management*** *analyzing & evaluating the Marketing Mix of Continental Biscuits* ***(LU)*** *Pvt Ltd.*
* *Term Report of* ***Human Resource Management*** *on the functions & analysis of HRM department of* ***PSO*** *and* ***Alfalah Bank****.*
* *Term Report of* ***International Business*** *on Benefits of Foreign Direct Investment to Pakistan.*

***Personal Profile:***

* *Date of Birth : Nov 24, 1983*
* *Marital Status : Single*
* *Nationality : Pakistani*
* *Languages : English/Urdu/Hindi.*