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BBA, Marketing

DOB: 17th Dec 1988

Objective

Seeking a challenging position in Marketing or Sales through which my skills and passion for excellence will be utilized.

Allahwala Brothers (Distributor of Intravenous Solution) Karachi, Pakistan

 Business Development Officer (June 2012-present)

* + Increased sales by introducing our product to new hospitals, clinics and pharmacies.
	+ Successfully managed the process of tendering, developed technical proposals by strategizing and designing customized packages for Institutions.
	+ Successfully managed to generate more sales from Key accounts by deploying push strategy and providing them with better delivery service.
	+ Regular market visits for insights on competitor’s promotional activities and offers.
	+ Successfully lead a Sales team of 5 people resulting in an increase of revenue by 20%.
	+ Designed and implemented a short notice delivery system for Key accounts.
	+ Assisted in managing the operations like warehousing, stock keeping, managing the inventory and the floor space.
	+ Assisted in day to day operations like on time delivery to the customers.
	+ Assisted in maintaining distribution schedule for all the territories by coordinating with the customers and following up on daily basis.
	+ Assisted in Procurement and Planning, forecasting demand and sourcing new suppliers.
	+ Made sure the availability of our product across the market.

 Siddiqsons Denim Mills LTD Karachi, Pakistan

 Intern (March 2012-May 2012)

* Handled the account of SuiteBlanco a brand of Spain
* Responsible for developing samples according to buyer’s requirement.
* Responsible for arranging fabric and accessories for the garment.
* Involved in developing new garment styles.

 Education

 Bahria University, Karachi (2008-2012)

 Degree: BBA (Marketing Major)

SKILLS

* + Thinking outside the box- to position product/services in front of the competitors.
	+ Strong analytical skills- investigating price, demand and competition.
	+ Communication skills- effective in communicating with prospects, customers and peers in a clear and concise way.
	+ Presentation skills – developed by presenting my findings in class projects.

Languages

* + English: Intermediate (speaking, reading, writing)
	+ Urdu: Native Language

Interests Adventure, Traveling, Swimming, Football, TV shows, Movies, Entrepreneurship, Technology, Startups.