Zara zain

**Significant Position:**

I am designated as sales and marketing officer as well as administrator in IT SYSTEMS COMPANY which is one of the leading Company of computer and technology in Jhelum (Pakistan) rendering quality products in the city or areas around.

**Professional Experience**

**IT SYSTEMS COMPANY (Pakistan)**

01 Feb 2014—Till Dated

Marketing and sales officer

* **Selecting targets** – Working as a sales leadership, i established a filter that helps me to define the most likely candidates for higher-opportunity sales efforts.
* **Defining priorities** –As a sales or marketing officer I totally forced on prioritize what opportunities we pursue and how much time and effort we spend on each opportunity. i kept key opportunities that are real and relevant to the current circumstances in the crosshairs of their salespeople.
* **Defining time guidelines** – Set and enforce guidelines for how sellers spend their time. They no longer can just meander about a territory or go on a sweep of their current account base with the intention of “checking in and finding out what’s going on.” Rather, they must undertake a strategic and surgical approach to going after identified targets in a prescribed way.
* **Monitoring compliance** – I am responsible for providing data that allows other people in the organization to monitor what is happening in the marketplace regarding customers, competitors and surrounding regulations and technology shifts. Consistency in the execution of a sales process gives data to the organization that clarifies what works and what does not. We’re not talking about activity management and monitoring for its own sake. I am focused on working toward compliance in the sales process to protect the integrity of the data captured so everyone has relevant data for good decision making.
* Assist sales manager with new promotional programs to attract new accounts, recover lost and retain existing accounts.
* Prepare budget and revenue forecasts and meet sales targets.
* completing continuous professional development (CPD) and participating in staff training activities
* carrying out administrative tasks related to the department.
* managing and supervising staff - at a senior level this may include the role of head of department
* representing the institution at professional conferences and seminars, and contributing to these as necessary

**ESSO, Luton (United Kingdom)**

February 2013- Dec 2013

* Store Supervisor
* Manage retail staff, among which includes people working on the floor, and the cashiers
* Meet financial goals by analyzing variances; initiating corrective actions in preparing an annual budget; formulating pricing policies and scheduling expenditures
* Make sure pricing is correct
* Work on store displays
* Attend trade shows in order to identify new services and products
* Recruit, Coach, counsel, discipline and train employees
* Identify market trends that appeal to customers
* Ensure products are clean and ready to be displayed
* Maintain inventory and ensure items are in stock
* Analyze financial statements in order to enhance profit making opportunities
* Ensure promotions are accurate and in tune with company’s standards
* Utilize computers to record sales figures, for data analysis and forward planning
* Make sure that health and safety measures are met
* Monitor local competitors
* Ensure that hours of operation are in compliance with local laws
* Maintain health and safety measures and store’s cleanliness
* Organize and distribute staff schedules
* Help, drive, motivate, and encourage retail sales staff to achieve sales targets
* Handle customer complaints, issues and questions.
* **Academic Qualifications:**

**Bachelor in Commerce (B.Com):**

Institute: Punjab College of Commerce, Gujranwala Pakistan

Division: 1st
Marks : 975/1500

**Other Certification**

**IELTS:**

Bands: 6.00

* **Skills and Strengths:**
Strong communication skills
* Team player
* Strong analytical skills
* Convincing ability
* Willingness to learn
* Strong interpersonal skills
* Excellent knowledge in sales and online advertising/Internet media.
* Exceptional positive and determined approach to researching and analyzing new business opportunities.
* Excellent organizational skills and time management skills.

**Computer Skills:**
Experienced user of MS Office (MS Word).

**Languages:**
I can effective communicate using English, Urdu, Hindi and Punjabi language.

**Personal Vitae:**

Nationality: Pakistani
Material Status: Married

**Job Seeker First Name / CV No: 1817778**

[Click to send CV No & get contact details of candidate](http://www.gulfjobseeker.com/feedback/submit_fb_em.php)

