**WAJAHAT (Marketing Executive)**

**WAJAHAT.309898@2freemail.com**

**DOB:** 12 September 1985

**Driving License:** Manual Light Vehicle, Dubai UAE.

**Self-Driven, a progressive Sales person** with 4+ years of proven performance in aggressive industries and exceptional ability to generate new leads. Creative thinker and a representative who secured long-term accounts through benefit selling and superior follow-up. Open to extensive travel.

**OBJECTIVE**

To pursue a challenging position in a growth oriented organisation; where I can showcase the knowledge, skills, and experience I have acquired, and become a credible asset and a proficient team player to achieve Organizational goals and objectives.

***Core sales leadership proficiencies include:***

* FMCG Industry Sales
* Negotiations & Closing
* Consultative Selling Techniques
* Campaign Development
* Lead Generation & Account Opening
* Account Management
* Direct Marketing
* Sales Planning & Forecasting

**CAREER HISTORY**

**AVT Channels Pvt. Limited (AVCom Advertising LLC, Dubai, UAE).**

**Marketing Executive** Feb 2016 to Present

Achieved skills and understanding of branding, creativity, buying and planning of media, and events management activities. Identified & connected with potential clients from HORECA, Travel & Tourism, Cargo, and Advertising Agencies. Achieved targets and build a good relationship with Clients.

**Al-Sabiq LLC, Dubai, UAE.**

**Business Development Executive** June 2015 to Jan 2016

Advanced into outside sales role from sales operation support, taking an instrumental position in business growth with direct marketing. Cultivated relationship with business clients through extensive contact, follow-up, and account management. Identify new territories and generated leads. Build database of existing and potential clients.

**Khan Enterprise Private Limited, Kohat, Pakistan.**

**Assistant Manager-Sales & Distribution (FMCG) July** 2012 to June 2014

Worked with the team of Modern Trade and HORECA. Managed distribution, fleet and route plans. Achieved sales volume, revenue and distribution targets. Ensured Core Range products are available in the Point of Sale Market; where planograms are implemented. Expanded territory coverage by visiting non-coverage units.

# M/S Pak Telecom Mobile Limited (Ufone, Pakistan)

# Customers Services Officer Feb 2009 to June 2010

Identified and assessed customers` need to achieve their satisfaction. Built sustainable relationships of trust through open and interactive communication. Met personal/team sales target and call handling quotas. Kept records of customer interactions, processed customer accounts and filed documents. Followed communication procedures, guidelines and policies.

 **EDUCATION**

**MBA -** Master of Business Administration **(Major in Marketing) (CGPA 3.73/4)**

Kohat University of Science and Technology, Pakistan (Session 2010-2012)

**Major Subjects:** Brand Management, Sales Management, Advertising, Service Marketing

**BBA (Hon) -** Bachelor of Business Administration **(Major in Finance) (Score 77%)**

Kohat University of Science and Technology, Pakistan (Session 2004-2008)

**SKILLS**

Practical Knowledge of Oracle ERP, SAP ERP and Quick Book.

Strong communication and Office Automation.

Creative talents and the ability to solve tough problems.

The ability to handle pressure and meet deadlines.

Time management.

**LANGUAGES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Writing** | **Spoken** | **Listening** |
| **English** | Good | Good | Good |
| **Urdu** | Good | Good | Good |
| **Pashtu** | Fair | Good | Good |