**Karim**

[**Karim.326307@2freemail.com**](mailto:Karim.326307@2freemail.com)

Entrepreneurial Marketer passionate about building productive relationships with clients, partners and team members. New customer acquisition expert who emphasizes a mix of online and offline marketing strategies. Well-versed in identifying market trends and customer needs to create highly-targeted marketing campaign



**Highlights**



|  |  |
| --- | --- |
| • Brand development | • Trade shows |
| • Multi-media marketing | • Knowledge of market trends |
| • Strategic media placement | • Business development |
| • New customer re-acquisition | • Brand recognition optimization |
| • Account management | • Stake-holder relations |
| **Experience** |  |
|  |  |
| **04/2014 - Marketing and Sales Manager** |  |
| **Present** *Anila Gem International Co.Ltd Bangkok, Thailand* |  |



* *To develop good working relationships with potential customers by arranging meetings and appointments at international jewelry fairs.*
* *Creative handling of sales promotional activities of products.*



* *Mapping consumer insights, devising brand strategies & execute integrated marketing programs to enhance customer experience & sales efforts.*

*Accomplishments:*



* *Captured new clients at trade shows and generated profitable revenues resulting in sales at 80% of capacity for the full season also recovered 37% of lost customers which increased the general sales by 72%.*
* *Successfully launched a luxury brand named “INNAYA” for high end customers & promoted it at a high end to North America by personal visits.*



* *Captured new markets (wholesalers & Retailers) from USA.*

|  |  |  |
| --- | --- | --- |
| **11/2011 -** | **Priority Relationship Manager** | |
| **03/2014** | *Standard Chartered Bank Karachi, Pakistan* | |
|  | • | *Maintaining good public relationships with the clients to generate business.* |
|  | • | *Giving Sales Presentations to the prospective clients to convince them to retain* |
|  |  | *the amount till the end of the month.* |
|  | *Accomplishments:* | |
|  | • | *Utilized cross selling and direct marketing techniques to focus potential clients.* |
|  | • | *Surpassed monthly sales goals by 120% on average for the last 1 year.* |
| **11/2008 -** | **Marketing and Sales Executive** | |
| **09/2011** | *Millat Industries (Pvt) Ltd. Karachi, Pakistan* | |

**Education**



**01/2011 - PAF-KIET** *Karachi, Pakistan*



**12/2013** Masters of Business Administration (MBA-Marketing) CGPA 3.2/4.0

**05/2012** **University of Karachi** *Karachi, Pakistan*



MA-Economics

**Interests**



Travelling overseas and exploring new markets



**Nationality**

Pakistan

**Skills**



Interpersonal and communication



Teams Managed of 5-8



Microsoft Office



Adobe Photoshop



**Languages**



English



Thai



Arabic