**FAISAL**

[**FAISAL.339371@2freemail.com**](mailto:FAISAL.339371@2freemail.com)

MARKETING OFFICER

**Location:** Dubai

**Visa status:** Visit Visa (23-Jan to 20 April) 2017

**objective**

To seek a management position in a leading organization to utilize organizational, interpersonal and communication skills, particularly opportunities in FMCG, retail, automative, event management, customer services & marketing for bright career growth. Also like to contribute positively towards overall organizational performance to serve the needs of the company and improve its bottom line profitability

**Justification of eligibility**

* An excellent communicator, an enthusiastic & self-motivated individual with great time management and multi-tasking skills, problem-solving, quick learner, initiative approach, ability to work as a team & also organized in independent assignment
* A customer centric professional, carrying a creative and analytical problem - solving mindset
* A natural marketer with a can-do attitude, maintains strong relationships with clients by providing support, information & guidance; researching and recommending new opportunities, profit and service improvements & strong planning, communication, reporting and leadership skills

**working experience**

**A4 Communications Pvt. Ltd. –** Joined as a marketing executive from **1stJan.-2014** to (now working as a ‘Marketing Officer’) **Present** where my key responsibities are as following;

Procurement | Time Management | Marketing Communications | Marketing Operations | Client-Service | Leadership | Decision Making | Analysis | Reporting Skills | Planning, Proposals, Presentations & Execution | Client Relationships | Meeting Sales Goals | Creativity | Sales Planning

**Job Description**

* Conduct meetings with the marketing/brand manager & sometimes CEO. Then brief about the **A4 Communication’s**  services which includes *ATL,* *BTL & outdoor activites.* Further send profile & rates to each prospective client
* Once having the requirements then in-house discuss with creative & desigining head, print & electronic media managers or the production manager depending upon the query & later on send proposals/presentations & quotations to the prospective client
* After having the approval/go-ahead from client, make sure the execution of particular task according to committed time given earlier
* After delivery/execution of task I also make sure the payments to be received either in form of cash/cheque.
* Report to the CEO on daily basis
* **Follow-up:** Maintain ‘*client’s portfolio*’ in excel by categorizing the business industry & have a parallel strong follow-up with the prospective & existing clients

**Intertek Pvt. Ltd.– A Quality testing & Pre-shipment inspection Company,** Worked as a ‘Marketing Executive’ on **1stSept.-2012** to **31st Dec.-2013** where my responsibities were;

* Search out *prospective clients* from internet & personal observations & then conduct meetings with product/quality manager after briefing on telephone regarding the ‘*Quality & Safety Solutions’* that **Intertek** is providing worldwide
* Accroding to the requirements of each client, contact to operations for the inspection and further for the testing analysis to laboratory & sometimes foreign Intertek offices as well
* Preparation of proposed proposals for the prospective clients whereas **for Existing Clients:** Make plans, prosposals & also maintain the relationship by fulfilling their queries/issues
* Make sure the testing is to be done according to committed time agreed to client
* Assits to the senior business development executive on the daily basis whatever the task is being given to perfom/fulfill or is being done myself

**Sapphire Textiles Ltd:** Worked as an ‘Internee’ in the Marketing/Export Depart.from **March-Aug. 2012**

**KEY Projects HANDLED**

**Signage/Corporate Branding:** Done for Madina Group of Industries, Pakwheels.com, Link International Money Exchange Co., MIA Corporation & Sangerwal Cosmetics at nationwide

**Brand launched:** Countrywide campaign to introduce ‘moocho juices’ from the planning/designing of logo & cane to the execution (vehicle branding, print/electronic media & outdoor campaign etc.)

**TVC’s Production:** Done TVC’s for (HYUNDAI’s battery, generator & inverter) & AMB’s mobile accessories. Both launched nationally through print/electronic & outdoor media

**FSHMP (Food Safety & Hygiene Monitoring Program):** Prepared for hospitals, schools, restaurants, hotels & manufacturing plants etc. in order to have the joint-venture with PFA (Punjab Food Authority) to conduct hygiene audits

**HPC (Halal Product Certifcation):** Developed for authentication of the product according to the ISO (International Standard Organization) so that later it can be offered to different organizations

**academics**

* **MBA(Masters of Business Administration) in Marketing**

**Institute:**University of Central Punjab, Lahore, Pakistan *CGPA 3.34* **[Oct 2008 - Feb2012]**

* **BBIT(Bachelors of Business Information Technology)**

Curtin University of Technology,Perth, Australia

**Institute:**Beaconhouse Informatics, Lahore, Pakistan **[2008]**

* **IADIC(International Advanced Diploma in Computing)**

Informatics Education , Singapore

**Institute:**Beaconhouse Informatics, Lahore, Pakistan **[2007]**

* **DCS(Diploma in Computer Studies)**

University of Cambridge International Examinations, UK

**Institute:**Beaconhouse Informatics, Lahore, Pakistan **[2004]**

**AWARDS ACHIeVED**

* **2012:** Achieved 3 days Volunteer Work Certificate from Rescue 1122, Lahore, Pakistan
* **2008:** Achieved BSc Computer Science Equivalence Letter from Punjab University, Lahore, Pakistan

**PROFESSIONAL Skills**

* Microsoft Windows, Microsoft Word/Powerpoint/Excel & Outlook

**EXTRA-CURRICULAR ACTIVITIES**

* Attending industry’s exhibition shows & trade shows
* Walk, Music, Outing, Movies, Social networking, Reading & Travelling

**PERSONAL INFORMATION**

Nationality: Pakistani

***~ References and other documents shall be furnished upon request ~***