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**SHAHZEB**

**Professional Summary**

* Well-connected Marketer highly successful in personal relations and business marketing.
* Strong Marketer with strengths in corporate events and promotional planning.
* Conducts outside research to stay current with market trends and customer needs.
* Advertising Consultant who collaborates with retailers on product promotion and public image improvement concepts.
* To build a long term career in marketing and sales sector with opportunities for career growth.
* Keeps up with cutting edge technologies and to use my skills in the best possible way to achieve company’s goals.
* Ability to solve problem in an effective and creative manner in highly challenging environment.

**Education:**

**BBA-H: Marketing& Sales Management**

**Passing outAugust 2014**

**IQRA University, Islamabad, Pakistan**

* Business Marketing and Advertising
* Sales Management and Finance
* Client Relations and Interpersonal Communication
* Digital Marketing Workshops & Seminars
* **Specialization:** Sales and Digital Marketing Management
* **THESIS:** The Impact of Perceived Value on Customer Intention to Participate in DigitalMarketing.

**Work History**

**Wonderland Sports Services L.L.C, Abu Dhabi, UAE 9 May 2016 till date**

**Business Development Executive/ Corporate Event Organizer:**

* Led the back end operations along with outdoor relations with corporate clients.
* Increased the revenues by 50% in off peak season by direct interaction with clients.
* Drove the revenue to an average of 60,000 DHS per month with an overall generation of 528,000 DHS in a time period of 9 months.
* Launched 4social media marketing campaigns and maintained all the social media pages of the company.
* Increased the customer coverage through social media from 5000 to 225,000 within a month.
* Implemented direct marketing strategies with the customers that increased customer satisfaction by 80%.
* Repositioned brand image by changing the interface of the brand and website along with social media.
* Launched 2radio advertisement campaigns along with print media with 3highly reputable names.
* Reduced the cost structure of the company by 10% that includes cutting useless print media contracts.
* Led the awareness of Outdoor games by direct interaction with 200 Etihad Employees.
* Achieved a milestone by arranging a Presidential Birthday Event at Palm Jumeirah.
* Launched company kiosk in ADNEC at Hunting & Equestrian Exhibition boosting customer awareness by 40%.

**Ali Amair Associates, Islamabad Pakistan20 August 2014 to 15 February 2016**

**Marketing &SalesManager:**

* Remained 24 hrsin E-contact with the clients to attend their queries.
* Prepared & gave presentations via multimedia on the progress of the running projects to the clients.
* Supplies of perfumes and body sprays via designated channels increasing the volume by 78%.
* Being competitive in all aspects of the work done by FSA’s and supervisors.
* Holding regular staff meetings and assigning sales goals for 40 different sectors.
* Sales forecasting, personnel hiring and budgeting of the merchandise.
* Kept close liaisons with the related firms/organizations that boosted sales volume by approx. 40%.

**Space Technology & Solutions, Islamabad Pakistan**  **1 September 2013 to 15 August 2014**

**Marketing& SalesManager:**

* Used data management to maintain company records.
* Maintained operations and outdoor client relations single handedly.
* Developed new strategies for meeting the clients and gave presentation on multimedia platforms.
* Doubled the target market reach by meeting new clients on a daily basis.
* Launched 5 new IT products to cater the new target market.
* Closed each month operational and accounts activities.
* Maintained client relationship, via personal meetings and other media.
* Carried out presentations of company profile relating several projects via multimedia to the potential clients.
* Management and control of daily activities/ operations.

**OEM, Islamabad Pakistan15 May 2010 to 10 August 2014**

**Event Manager/ Team Head Logistics:**

* Organized the sponsorships for the events & workshops with Corporate Sector.
* Organized monthly/quarterly events of audience reaching from 500 to 3,500 on average.
* Led all the logistics required for the events .i.e. Audio, Visual, Lights, Multimedia & Catering.
* Events Coordination and supervising all logistics of events including multimedia, temporary fixtures and catering services to maximize the revenue generation by 150%.
* Supervision of cost control and feasibility reports for events, cutting the costs by 50%.
* Beingin charge of overseeing the operation of programs, supervising the student staff.
* Arrangement of Event Monitors and Audio Visual Technicians as well as keeping the client's requirements in mind.
* Conducted & Organized 15 Public Speaking Seminars, variety of Workshops& Corporate Events.
* Oversee the operations of events in large programming spaces in and around the Student Union.
* Review the Reservation Confirmation for the specific scheduled program and share necessary information with the staff.
* Introduced the audio visual technician(s) to the client and made sure all technical aspects of the program are understood.
* Comprehensive Event Reporting, noting anything that happened during event and kept all staff informed through official emails.
* Attended event manager meetings on daily/weekly basis to discuss new ventures.

**Impact Marketing Consultancy, Rawalpindi, Pakistan5 May 2010 to 11 August 2012**

**Brand Ambassador/Marketing Executive**

* Worked on the project of Unilever (Pakistan) to launch Magnum Ice-cream with the new international redesign of packaging and product line.
* Learned how to control nerves to build strong and positive customer relationship.
* Launched kiosks for quality control and monitoring in the designated areas.
* Did anchoring on promotional activities at several kiosks.
* Fostered a warm and positive work atmosphere at the workplace and with the potential and existing customers.
* Consistent aggressive sales and personal marketing to the niche market of the brand profile.
* Leading the strategic planning process for the assigned brands based on key consumer data to enhance current portfolio and improve communication with consumers.
* Involvement in the development of the company’s long term planning that identifies new business opportunities, markets and partners.
* Working closely with distribution partners and Marketing Research companies to obtain relevant information, including the development and implementation of brand audit studies and focus groups.
* Monitoring and analyzing business performance against business goals i.e. awareness, market share, consumer loyalty, profitability and competitors.

**Key Skills**

* Good Interpersonal Skills
* Strong Time Management
* Marketing Plan Development
* Product Marketing Specialist
* Social Media Expertise

**Highlights:**

* Presentation Skills
* Client Relationships
* Negotiation
* Prospecting Skills
* Meeting Sales Goals
* Sales Planning
* ProficientMS Office

**Declaration:**

“I hereby solemnly declare that the above is mentioned information is true and to the best in my knowledge and belief.”