**ATIF**

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Marketing Professional with an Experience of 6+ Years in Luxury/Fashion/Cosmetics Industry with the combination; Retail Management, Brand Management, BTL, Event Management, and New Product Development Skills.

**Core Competencies**

* Retail Management
* Shelving
* Channel Partners
* Modern Trade
* New Product Development
* Brand Management
* BTL Activities
* Event Management
* Sales Management
* Personal Selling
* Customer Relationship Management
* Merchandising
* Logistics

**Work History**

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| **BeautySol International****Marketing Manager****February 2013 – till date** | **1547992_723127507748221_98860566_o.jpg** |
| BeautySol International is a house of luxury brands providing best quality cosmetic products in constant evolution with the fashion industry to satisfy the needs of end consumer at an affordable price, accommodating customers changing needs.* Supervised 3 Brands Spa Treats, Blush and Dazzel Blond with respect to marketing, promotion and distribution
* Managed 11 agents (500+ points of sales) in all over Pakistan for skin care and make-up brand
* Achieved committed turnover for Spa Treats and expanded the brand equity by introducing two new variants and ensuring perfect in-store execution by defining new shelving assortment
* Introduced creative ideas to increase brand equity and sales by more than 100% (limited Edition packaging, festive season packaging and promotional offers)
* Designed innovative concepts to enhance brand awareness and visibility of brand
* Ensuring effective control of marketing results, and taking corrective decisions for achieving marketing objectives within the assigned budgets
* Design, implement and facilitate annual marketing plans, translate business objectives into marketing strategies based on knowledge and experience to achieve organizational goals
* Directing channel partners to develop and control sales and marketing strategies
* Identifying target market and developing strategies to communicate and exploring new ways of improving existing products and services to increase profitability
* Providing weekly and monthly report to management on marketing activities and performance of sales
* Developing and recommending product positioning, packaging, and pricing strategy to sustain the highest possible long term market share
* Responding to client’s, channel partners and online queries with respect to marketing collateral
* Monitoring market trends to optimize business offers with competitive pricing
* Managing staff, training and performance evaluations for driving performance
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| **Extreme Beauty Care Cosmetics****Marketing Executive****June 2010 - January 2013** | **thumbnail_EBCC.jpg** |
| Extreme Beauty Care Cosmetics is a skin care manufacturing company since 2000. Their target audience was beauty salons, institutes that work for beauty treatments around the world. They have sales distribution network for retail and wholesale Industry nationwide. * Monitoring and analyzing the business trends across all the POS regarding all 4 skin care brand of EBCC
* Reporting directly to CEO; while leading a team of 5 personnel
* Executed 4 Brand Activation Campaigns that grow the market share by 100%
* Kept the management updated with the competitor’s activities
* Assisted in preparing the annual marketing budgets and budget handling
* Allocation of marketing budgets into effective marketing mix
* Coordinated the effective monthly brand activation campaigns to facilitate key accounts
* Ensuring the right level of stock across all point of sales, to maximize profits; right amount of stock, in right place and at the right time.
* Maintaining coordination with EBCC stake holders to ensure full awareness of upcoming promotional activities
* Proposed a customer satisfaction survey for improving product and service quality
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**Education**

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| http://pwr.nu.edu.pk/nutec11/images/NU_Logo.png | **Masters of Business Administration – MBA****Marketing and General Management** | **June 2013** |
| *National University of Computers and Emerging Sciences, FAST – NU, Karachi, Pakistan* |

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| http://pwr.nu.edu.pk/nutec11/images/NU_Logo.png | **Bachelors of Business Administration – BBA****Marketing and General Management** | **July 2010** |
| *National University of Computers and Emerging Sciences, FAST – NU, Karachi, Pakistan* |

**Freelance, Activities & Areas of Interest**

* Worked voluntarily for Spring Fiesta – 2009, an event organized by Promotion and Marketing Society FAST-NU.
* Served as event organizer in “National Conference on Global Management”, Conference arranged by FAST-NU.
* Coordinated a fashion show as the inauguration ceremony of a Garment and Cosmetic store.
* Managed to setup a retail store, with success in making profit.

**Language**

* English
* Urdu
* Hindi

**Software**

* inFlow Inventory
* Quick Book Point of Sales
* Quick Book Enterprise
* Adobe Photoshop
* Microsoft Office(Word, Excel, Power Point, Publisher)

**Personal Information**

**Nationality:** Pakistani

**Date of Birth:** October 8, 1988

**Gender:** Male

**Marital Status:** Married