

**Objective**

*Seeking a challenging position in organization where growth prospects are unlimited and excel in sales and marketing through my consistent determination and enthusiasm. Focusing strongly on business development, client retention and strong work ethic, my friendly, professional and personable nature.*

**Current Summary**



* **9+ Years**’ Experience inMarketing and Business development and having strong Relation with high networth individuals.
* Current Designation: **Sales and business development executive** in SME Group London, U.K.

**Work Experience**

**Sales and business development executive.** **Sme Group London, U.K (2011-2016)**

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| **Department** | **Sales and Business Development** |  |
|  |  |  |  |
|  |  | Maintained and updated weekly sales activity reports. |  |
|  |  | Visit prospective clients to bring new business. |  |
|  |  | Identified needs and wants of potential clients. |  |
|  |  | Handle customer complaints and take appropriate action to resolve them. |  |
|  |  | Providing service delivery of full range of banking products. |  |
|  |  | Lead business development activities and Identify new prospects. |  |
|  |  | Developed and implemented sales, marketing and customer care strategies. |  |
| **Responsibilities** |  | Meeting the given Sales Target. |  |
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|  |  | Make sure that SME customer portfolio growth and clients’ satisfaction. |  |
|  |  | Ensuring applications are properly complete and accurately filled and submit to |  |
|  |  | Line Manager. |  |
|  |  | Ensuring that all procedures and policies are implemented and being followed in |  |
|  |  | compliance with organization |  |
|  |  | Wrote and delivered innovative business proposals. |  |
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| **Achievements** |  | Employee of the Month (Consecutive three times). |  |
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**Business Development Executive. Barclays UK (2010-2011)**



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| **Department** | **Business Development** |
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|  |  Liaising with designers and printers. |
|  |  | Organizing photo shoots. |
|  |  Arranging the effective distribution of sales materials. |
|  |  Maintaining and updating customer databases. |
|  |  Organizing and attending events such as conferences, seminars, receptions and |
|  |  | exhibitions. |
|  |  Sourcing and securing sponsorship. |
|  |  Conducting market research, for example using customer questionnaires and |
| **Responsibilities** |  | focus groups. |
|  |  Contributing to, and developing, sales plans and strategies. |
|  |  | Managing budgets. |
|  |  | Evaluating sales campaigns. |
|  |  | Monitoring competitor activity. |
|  |  Supporting the sales manager and other colleagues. |
|  |  Managing the production of sales materials, including leaflets, posters, flyers, |
|  |  | newsletters, e-newsletters. |

**Marketing Executive. World Wide Utilities (2006-2010)**



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| **Department** | **Marketing and Sales** |
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|  |  Organize and oversee advertising/communication campaigns (social media, TV |
|  | etc.), exhibitions and promotional events |
|  |  Conduct market research and analysis to evaluate trends, brand awareness and |
|  | competition ventures |
|  |  Initiate and control surveys to assess customer requirements and dedication |
|  |  Write copy for diverse marketing distributions (brochures, press releases, |
| **Responsibilities** | website material etc.) |
|  |  Maintain relationships with media vendors and publishers to ensure |
|  | collaboration in promotional activities |
|  |  Monitor progress of campaigns using various metrics and submit reports of |
|  | performance |
|  |  Collaborate with managers in preparing budgets and monitoring expenses |

**Academic Experience**

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|  | **Academic Credentials** |  |  |  |
|  | **Qualification** |  | **Institute Name** |  |
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|  | **M.A**(Marketing and Sales) (2012-2013) |  | **Anglia Ruskin University, United Kingdom.** |  |
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|  | Diploma in Business Management (2011-2012) |  | **Cecos College London, U.K** |  |
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|  | MBA (Marketing and sales) (2006-2008) |  | **Agriculture University Faisalabad,Punjab.** |  |
|  |  |  |  |  |
|  | Bachelor of Commerce and Business |  | **University Of Central Punjab.** |  |
|  | Management (2004-2006) |  |  |
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**Professional Skills**

**Business Skills**



* Experienced with managing multiple projects and clients simultaneously,
* Ability to communicate clearly, orally and in writing, on a technical and professional level,
* Quickly adapted to new technologies and easily join projects already in progress.
* Complete knowledge of Website designing lifecycle,
* Extensive training experience in both business and technical fields,
* Strong communication skills in English, Urdu and Hindi.

**Reference:**

As Per Request.