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Please send them your company details to get my contacts.



**SYED ZAHID HUSSAIN**

**CAREER SUMMARY**

Result oriented professional with over 15 years’ experience of sales and business development in multiple industries including FMCG, printing and packaging, retail home appliances & IT product development in UK’s multicultural market. Proven track record of building strong teams for managing sales and marketing strategies and successful execution

**EXPERTISE KEY STRENGTHS**

|  |  |
| --- | --- |
| * Sales, Marketing and Business development
 | * Individual performer, team player
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| * Sales training
 | * Motivational, leadership
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| * Retail sales, sales strategies, merchandising
 | * Time management
 |
| * Post-sales support, customer services, demand forecasting
 | * Analytical, problem solving
 |
| * Project management
 | * Detail oriented
 |
| * Cross selling, market expansion, territory development
 | * Strong communication
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| * Culture and system adaptability
 | * Fluent in English, Hindi, Urdu fluent
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**WORK EXPERIENCE**

**LIVE COMMUNICATION, PAKISTAN (Advertising Agency) May 2012 to Date**

**Designation : Manager Business Development**

**Major clients : MCB Bank, LUMS (Lahore University of Management Sciences), KIPS, AGRO CHEM.**

**RESPONSIBILITIES:**

* Manage relationship with existing clients by catering to their needs of designing marketing campaigns and successful on ground execution
* Acquire new clients and business by pitching creative ideas and marketing plans
* Perform regular market and competitor scan and provide strategic recommendations to clients
* Build and maintain good relationship with the vendors. Act as a key contact point for day to day business activities to ensure smooth operation
* Supervise a team of business development officers for sales and marketing activities
* Manage customers services, market collateral, merchandising, maintenance besides ensuring highest standards through staff training
* Look after and sort out any routine problems or issues

**STEDEC TECHNOLOGY – MOST (Ministry Of Science & Technology - Govt. OF Pakistan) Jul 2011- Apr 2012**

**Designation : Manager Sales**

**RESPONSIBILITIES:**

* Market products and services of all departments working under the umbrella of Ministry of Science & Technology Government of Pakistan
* Plan and execute of sales and marketing strategies
* Train and guide distribution staff on technical aspects of product and services
* Manage product distribution by selecting, expanding and retaining distribution network partners through sustainable distribution strategies
* Product development and promotional activities, merchandising according to the study of market trends
* Vendor management including conventional designers, printers and digital channels
* Co-ordination with PCSIR Laboratories and to arrange the field trials to improve the quality of the products

**DSGi - PC WORLD - UNITED KINGDOM (One of the largest electronics retailers in EU) Dec 2009- May 2011**

**Designation : Product Expert (Sales)**

**Key Achievements:**

* Recognized as top performer with highest sales numbers across product lines
* Over achieved sales targets for consecutive 4 quarters
* Quoted by mystery shoppers as “Exemplary Cross seller without compromising policies”

**RESPONSIBILITIES:**

* Customer need based consultancy across a wide range of consumer electronics and IT products
* Maximize store revenue by suggesting upgrades, insurance and add-ons to customers
* Responsible for the daily management of the till in the absence of the senior members
* Ensure all areas are clean and tidy, adhere to the company’s clear floor policy and Health and Safety requirements
* Using the stock management system to log, check, locate and move stock both in and out of the store
* Handling customer complaints in a calm manor
* Lead launch of new products on the floor by understanding products features and create a link with customers’ needs
* To make product wise strategies to meet sales targets and to plan out weekly and monthly reports
* Provide full technical assistance and to coordinate with Merchandising and Technical department
* Occasionally being responsible for the stores security including being its key holder
* Conduct sales and product training for new staff

**ONE TEN PACKAGES, Pakistan (Printing and packaging) Dec 2004- Sep 2009**

**DESIGNATION : Sales Manager**

**RESPONSIBILITIES:**

* To make sales strategies and find business opportunities
* Market product and services and develop relationships with clients
* Set quarterly and annual sales targets
* To coordinate with the production department for quality maintenance and improvement
* Co-ordination with Research & development department to improve quality and develop new products
* Perform competitors scan and make competitive strategies
* Pitch customers with new ideas and suggestions

**QARSHI INDUSTRIES PVT.LTD Pakistan (FMCG) Jan 2001- Dec 2004**

**DESIGNATION : Sales Supervisor**

**RESPONSIBILITIES:**

* Command and control of distributors and sub-distributors
* Supervision of a team of 40 distributor’s sales forces to achieve monthly, quarterly and annual sales targets
* Sole responsible for retail and wholesale market
* Ensure merchandise availability at all relevant outlets through efficient use of distribution network
* Regular sales reporting to head office with on ground feedback and suggestions
* Ensure regular training and education of sales force
* Proper utilization and control of allocated cost budgets to maximize effectiveness of promotions
* Resource planning, monitoring and deployment for maximum product penetration

**ACADEMIC QUALIFICATION:**

Masters in Economics 1998- 2000 University of Karachi, Pakistan

Bachelors of Commerce 1996- 1998 University of Karachi, Pakistan

Member Student of institute of Marketing Management Government of Pakistan

**PROFESSIONAL TRAINING:**

* Professional sales training provided by DSG international United Kingdom.
* Trained by the Microsoft certified professional in United Kingdom.
* Business communication certificate from IMM-Pakistan