**WAQAS**

**DRIVING LICENSE: VALID with Vehicle**

**Email:** [waqas.385007@2freemail.com](mailto:waqas.385007@2freemail.com)

**OBJECTIVE**

Seeking a dynamic and challenging position in a reputed organization for maximum utilize of my education and knowledge.

**Professional Experience:**

### Sharaf DG, Dubai — (10-May 2015 to Present)

**Work as Sales and Merchandiser and my duties are;**

 Analyze sales figures, customers reactions and market trends to anticipate product needs and plan.

 Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales

 Maximize customer interest and sales levels by displaying products appropriately

 Produce layout plans for stores and maintain store shelves and inventory

 Forecast profits/sales and plan budgets

 Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc

attend and convert walk in customers in to sale.

* Analyzing marketing trends and tracking competitor's activities and providing valuable inputs for product enhancement fine tuning sales and marketing strategies.
* Responsible for annual Pi count and create sales reports.
* Responsible for direct selling of different brands products
* Co-ordination with the subordinate/Seniors to make the operations smoother & efficient.
* Manages time appropriately and meet all the targets well on time.

**Assistant Sales Manager**

**06/2013 to 10/2014**

**Oxford Press University Pvt ltd. Karachi**

**Key responsibilities;**

* Drive the sales team at a pace that will deliver results whilst leading from the

front and personally delivering a targeted number of exchanges.

* Identify new sales and marketing opportunities
  + Review pricing and service levels
* Establish relationships with prospective buyers through prospecting, referrals, internet inquiries and previous client base to exceed personal and company sales goals.
* Extensive product knowledge training to ensure client inquiries are satisfied.
* Setting daily targets and monitoring performance.
* Carrying out monthly 1-2-1 reviews and bi-annual appraisals.
* Coaching, training and developing the team.
* Train and manage the sales assistants to provide support to sales team.
* Developed and maintain client communication tracking system.

Information Technology & other Certificates

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| --- | --- |
| **Software:**  **DCBM**  **Audit Work** | ERP (Enterprise resource planning), MS Office (Word, Excel, PowerPoint)  Diploma In Computer Business Management from S.B.T.E Karachi Sindh,  Certificate of Excellence, Acquired the knowledge of different organization submit  Report and presented the experience of audit work. |

**SKILLS**

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| --- | --- |
| * Marketing Strategies & Campaigns * Product Positioning & Branding * Public Relations | * Group & Market Research skill * Sales Collateral & Support |

**EDUCATION:**

**MBA** 2013 -CGPA. 3.20/4.00 University of Sindh, Hyderabad Pakistan

Major Subjects: Marketing and HR

**BBA** 2011 CGPA 3.46/4.00 University of Sindh, Hyderabad Pakistan

Major Subjects: Marketing

**Intermediate** - Apr 2007 New Life Public School, Mirpurkhas

**PERSONAL BIO-DATA:**

* Date of Birth : 10-02-1988
* Nationality : Pakistani
* Marital Status : Single

**LANGUAGES:**

* English
* Urdu
* Punjabi

**References: available on demand.**