**Objective:**

To work in a stimulating environment where I can apply and enhance my knowledge and skills to serve the firm to the best of my efforts. I want to obtain all essential knowledge of each department of organization to enlarge my experience domain by doing things practically, performing day to day task with self potential and creative ability.

Personal Skill:

I am the keen problem solver who is keen making plans before to reach outcome. I am more into creativity extracting new ideas to enrich my performance. My theme of life is to have continuous improvement and have career growth.

**Favorite Quote**:

“Live your vision and demand your success”

|  |  |
| --- | --- |
| Career Summary | |
| * June 2014 – Present   Tradekey.com (leading B2B company)  Pakistan   * Jan 2014 – June 2014   Meezan Bank Limited as a Business Development Officer  Pakistan (Karachi) | * January 2013 to December 2013   Kurta.club as a Account Manager  Pakistan (Karachi)   * March 2011 to December 2012   **Ufone Gsm** as a Sales Officer  **Pakistan (Karachi)** |

**EXPERIENCE:**

**Tradekey.com**

**June 2014 - Present**

**Karachi, Pakistan**

**Marketing Officer**

**Major Job responsibilities include**

* Manage and execute marketing strategies for five International accounts, including Agriculture, apparel, industrial machinery, consumer electronics, etc.
* Provide proactive recommendations to meet marketing goals and objectives.
* Research and participate in international tradeshows.
* Ensure ROI for all clients by assisting in closing orders.
* Work on ad campaigns for Google via SEO and SEM to attract more traffic to client’s websites.
* Advise clients of the latest trends in online search marketing regarding SEO, social media and SEM.
* Performing Social Media marketing activities on Facebook, LinkedIn etc, to provide utmost business exposure to clients.
* Generating revenues through customer retention. .
* Work in collaboration with Products team and Quality Assurance for any product/process improvements to refine the product and system
* Giving training to the new associates connecting with the company
* Managing tradeshows for the clients and attending the conferences on their behalf.
* Representing clients on the tradeshow organized by the company

**Meezan Bank Limited**

**Jan 2014 - June 2014**

**Pakistan (Karachi)**

**Business Development Officer**

**Major Job responsibilities include**

* Generate sales lead by Interacting with the customer by cold calling and arrange meetings with potential customers to prospect for new business
* Responding to incoming email and phone enquiries..
* Helping in the mobilization of the bank deposit
* Selling Ijarah, Labaik, Laptop financing, House financing, Meezan Kafalah and Meezan Roshni.

|  |
| --- |
| Vision |
| My vision is to give organizational commitment through creativity and by my continuous improvement philosophy. |
|  |
| Mission |
| My mission is highlighted with continuous improvement in term of knowledge and skills to give my best for the improvement of my services for the organization. |
| Personality Analysis |
| I am open minded person with extrovert nature. I like to be social but I am more fond of doing routine task. My professionalism adds more benefit to my nature. I like to take steps for improvement and giving it a new shape of life. |
|  |
| Objectives |
| * To ensure continuous knowledge and learning movement. * To achieve my core values. * To avail growth opportunities and optimizing it through my hard work. * To inculcate challenges of life |

* Keeping in line with excellent customer service

**Kurta.Club**

**January 2013 - Dec 2013**

**Pakistan (Karachi)**

**Account Manager**

**Kurta.Club** provides clothing needs services in Pakistan,

**Major Job responsibilities include**

* Maintain Cash daily cash flow.
* Maintain Monthly profit statement chart on monthly basis
* Prepares daily production plans
* Getting order with the help of social media (linkedin and facebook)
* Coordinating with suppliers and customers via **SKYPE**

**Ufone Gsm**

**March 2011 – December 2012**

**Pakistan (Karachi)**

**Sales Officer**

**Major Job responsibilities include**

* Selling Prepaid Postpaid Connection
* Ensuring better and efficient customer service
* MIS
* Achieving monthly targets by setting strategic planning.
* Optimizing day to day goal for increasing the efficiency.
* Responding to incoming email and phone enquiries..

**Academics**

|  |  |  |
| --- | --- | --- |
| Year | Institute/School | Qualification |
| iJan’2014 - Present | Iqra University | MBA in process |
| September’ 2010 – December’ 2013 | Iqra University | BBA-(H) |
| August’2008- 2010 | Privately | A levels |
| August’2005-2008 | The City School | O levels |

|  |  |
| --- | --- |
|  |  |

**Training**

**Meezan Bank Limited, Karachi**

**Internship:**

* Facilitating customers for account opening & bringing new customers from market.
* Maintaining daily inward and outward clearing register.
* Assisting customers filling pay orders, western union form and deposit slips.
* Helping cashiers for counting daily transaction occurred.
* Filling daily check up list at the start of day.

**ACHIEVEMENTS:**

* IELTS certified- 6 bands
* Certificate in information technology
* Command in SPSS and E-view software
* Making comprehensive reports
* Achievement certificate for attaining highest rate of retention at TRADEKEY.COM
* Command in MS OFFICE

**MAJOR REPORTS / PROJECTS**

* Visited a number of banks and gathered information about management information system, accounting principles and major HRM activities.
* Worked on a detailed report of Management Information System (M.I.S)
* Make a comprehensive report on statistical interference with the help of using SPSS software
* Make a report on Nestle as a part of Operation Management course
* Make a detailed research report with a help of E-view software

**PERSONAL INFORMATION**

Visa Status Visit Visa

Languages Urdu, English

Date of Birth 04th Dec. 1986