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| --- | --- | --- |
| **PROFILE OR oBJECTIVE** |  | To hold a position which uplift the organization’s lucrative growth and satisfaction of its all relevant stakeholders through marketing creativity and innovation that I believe in. |
| **Education** |  | **Qualification Majors Year Institution CGPA*** MBA Marketing 2013 **SZABIST**, Karachi 3.21
* BBA Marketing 2011 **SZABIST**, Karachi 3.18
* Intermediate Science (pm) 2007 Sindh science college Larkana B grade
* Matriculation Science 2005 Govt. high school Ratodero B grade
 |
| Skills & Abilities |  | MarketingAccount Management Project Management Marketing Communication Customer Service & Satisfaction High-Impact Presentations Negotiation | Thorough understanding of 7Ps, strategies and target marketGood to approach customer and execute sales pitch Efficient in process improvements, quality controlBusiness communication with expert in promotions Customer centric, suggestive selling and PR buildingGood presenter by conveying clear message to huge audienceNegotiation and persuasive skills |
| **Experience** |  | Name of Company**: COCA COLA** **beverages Pakistan limited** Designation**:** Pre Selling officerDuration:28 july 2012 till 15 march 2014 ( 20 months)Place: ( Karachi, Pakistan)**Responsibilities:*** Sales pre- order and target meet up for the distribution
* Based on floor stock availability ensuring the outflow of the product.
* Coordinating with the Sales man and delivery team
* Branding through signage boards, wrecks, personal branding
* Administrative work in the office

**Name of Company:** Corporate communications division, **National Bank of Pakistan (NBP)**Designation: interneeDuration: 11 june 2012 to 20 july 2012 ( 6 weeks)Place:( NBP head office karachi, Pakistan)**Responsibilities:*** Preparing office note and media placement reports
* Dealing with clients for sponsorships for marketing
* Maintenance of Social media page(Facebook) of Bank
* TVC promotion and interaction with advertising agency
* Research work
 |
| **CERTIFICATION & WORKSHOPS**  |  | Course | Voyage training (online order taking software) Course |sales and marketing training  |
| **Achivements** |  | * Achieved monthly target upto 120%
* Increased ratio of clients upto 30 % monthly
* Rebranding of product line in marketplace to capture higher marktet share.
* Awarded three times for scholarship Awarded three times in Endowment Fund Scholarship by

Education and Literacy department GOVT of Sindh from 2009 to 2011.* 1st position in bright business idea competition workshop held by shell tameer in collaboration with SMEDA and youth ministry Govt. of sindh.
* Certificate of participation in ZAB Entrepreneurship festival 2010.
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| **Languages** |  |  **Speaking listening writing Reading****English** excellent excellent excellent excellent (IELTS 6 band)**Urdu** very good very good very good very good**Arabic** fair fair fair fair |
| **Personal:** |  | Date of Birth Place of Birth References  | 13th february 1990Larkana, PakistanCan be furnished on request |

Specifically i am target oriented and high performer to achieve business targets, I add sincere contribution in lucrative profitability and sustainable growth of an organization, I achieve up to 120% monthly targets and promote branding in markets. I do not work like rocket science,

i do plan and manage business tasks efficiently , I would love to work in organization like u and looking forward to see you.