**Aqib**



Aqib.379568@2freemail.com



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| **PROFESSIONAL EXPERIENCE****CORE STRENGTHS & SKILLS**

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| * Sales & Marketing Management
* Insurance Sales Operations
* Competitive Analysis
* Product Development
* Business / Marketing Strategies
* Brand Management
* Direct / B2B & B2C Sales
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* Business Process Improvement
* Key Account Management
* Team Management / Mentoring
* Operations Management
* Crystal Report/Data Report
 | **PROFESSIONAL PROFILE*** Qualified, solution focused and proactive professional with extensive experience of sales, marketing and operations management for over 16 years. Proficient at employing solution selling techniques and skillfulness to map high potential customers, generate business & sales lead and accelerate speedy business growth, development and improvement
* Assiduous and high-performing individual who deploys participative management style and sales expertise in motivating and mentoring team members, tracking performance indicators and in developing enterprising course of action to achieve on-time targets
* Meticulous individual, holds immaculate business reporting skills and has hands-on experience in B2B and B2C selling; skilled in operations handling, budgeting, strategic compliance and planning with expertise in product development, branding and promotion
* Performance-oriented professional equipped with rational decision making abilities; Has proven track record in creating win-win situations by thriving advanced team work solutions and proposing and introducing new ventures for organizational business lines
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| **Core IT Logic Inc. (USA) , Karachi, Pakistan**Working as “***Operations Manager”,*** July 2017 – Present**Responsibilities/Accomplishments:** * Devise and drive tactical software programs for an insurance company, initiated entire operations as outsourced partner, including policy administration, endorsements and alterations, acquiring goals of premium billing and collection.
* Ensure sales staff are capable to cross-sell various types of insurance products and able to deliver innovative products to clients. Implement the company compliance policy by managing compliance risk, ensuring adequate compliance resources are in place and training is provided, fostering a compliance culture and optimizing relations with regulator
* Skillfully increasing management's effectiveness by recruiting and selecting employees, providing orientation, training & coaching, counseling team members, communicating values, strategies and objectives and assigning accountabilities. Evaluating performance of team and provide appropriate feedback. Financial reports formulation and presentations at management meetings.
* Seek out new clients and develop clientele by networking to find new customers and generate lists of prospective clients.

**IT Verticals Inc. (USA) , Karachi, Pakistan**Worked as ***“Operations Manager”***, September 2014 – June 2017**Responsibilities/Accomplishments:** * Proficiently managed planning of daily operations; maintained cordial relationships with stakeholders and team members to ensure meeting of organizational goals and targets; skillfully handled business negotiations aspects to meet Service Level Agreement. Examined financial data & statements, inventory & stock records to improve profitability. Ensured all workings are correct, cost effective, timely and in alignment with specifications and quality requirements; monitored production standards; prepared relevant business documents. Coherently coordinated activities that affect operational decisions, business requirements and specifications
* Aptly planned persuasive approaches & pitches to convince potential clients & contributed to growth & retention of existing accounts by presenting new solutions & services to clients; rendered effective strategic planning tasks to contribute towards achievement of company’s strategic & operational objectives; improved operational systems, processes guarantee organizational well-being
* Coherently improved processes and policies in support of organizational goals. Formulated and implemented departmental and organizational policies and procedures to maximize output.
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**Akhtar & Sons Group of Industries, Karachi, Pakistan**

Worked as ***“Business Partner”***, August 2012 – August 2014

**Responsibilities/Accomplishments:**

* Skillfully created and derived customer acquisition and retention strategies. Developed overall marketing approach in line with business priorities & commercial needs. Established new business opportunities by identifying, researching & analyzing sales options
* Effectively drove brand awareness & increased market share through an integrated sales & marketing approach. Implemented profitable prospecting initiative by studying market landscape, targeted potential customers & introduced new concepts to industry

 **Venus Pakistan (Pvt.) Limited, Lahore, Pakistan**

Worked as ***“General Manager”***, April 2009 – July 2012

**Responsibilities/Accomplishments:**

* Proficiently developed and implemented strategic sales and marketing plans, sales process management, forecasts, pricing, key account management, expenses, profitability, new product development, market research and brand strategy to achieve corporate objectives for products and services. Efficiently prepared business plan on business design, structure, process, operating plan and financial model. Coordinated and managed regular team meetings and company meetings to discuss about business updates, issues and recommendations. Evaluated effectiveness of marketing program and recommended improvements
* Actively coordinated with administration, commercial, logistics and accounts departments to support and ensure smooth company operations. Prepared and launched new products for assigned markets with cooperation of respective sales department in respective regions. Maintained quality service by establishing & enforcing organization standards. Managed and updated potential client database
* Efficiently managed FEFO and FIFO systems for effective management of warehouse and inventory related issues. Managed to enhance company operational effectiveness by facilitating company in every project assigned i.e. to represent company at various platforms, initiated and implemented Distribution Quality Management Program audit conducted by SGS etc.

***Major Achievements:***

* Successfully turned assigned branch into highest profitable branch of company in 2010 by an outcome of 200% sales growth within a year. Got promoted to Regional G.M Central and North in 2010
* Implemented sales plans, ensured profitability growth of region and achieved high profit margins in assigned region
* Initiated ISO standards implementation of HSE and HACCP with passing grade of 84% in an external audit conducted by SGS in 2011-2012

 ***Other Experiences:***

* Worked as “***Store Manager***” at Grandpont Store, Oxford, UK (June 2005 – December 2008)
* Worked as “***Sales Executive***” at Mehta Brothers (Pvt.) Ltd, Karachi, Pakistan (December 2001 – January 2005)

**KEY CAREER HIGHLIGHTS**

* Got promoted from Assistant Manager to Store Manager (Grandpont Store)
* Designed and implemented strategies for promotional activities. Analyzed deviations and took corrective measures (Grandpont Store)
* Developed software for invoice automation and ledger maintenance of customers (Mehta Brothers (Pvt.) Ltd)
* Achieved sales goal for year 2002 by 120% and tripled the sales by 2005 (Mehta Brothers (Pvt.) Ltd)
* Prepared sales budgets and evaluated sales methods and costs (Mehta Brothers (Pvt.) Ltd)

**PROFESSIONAL QUALIFICATION**

* **Oxford University, England, UK** (2007)Diploma - Project Management (Marketing)
* **Horizon Community College, England, UK** (2005 - 2007)Advance Diploma – Business Administration
* **Hamdard University, Karachi, Pakistan** (1998 - 2001)BCS – Computer Science

***IELTS Examination:***

* Cleared IELTS exams with Band 7.5