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**BRAND MARKETING MANAGER**

Dynamic, energetic Brand Marketing Manager with expertise in creating winning brands and promotions that increase sales and brand awareness. Collaborate effectively with marketing and advertising teams as well as corporate managers. Creative and analytical thinker with ability to create dependable financial models, forecasting predictions and competitive analyses.

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| * Sales and Trend Analysis
* Selling Initiatives
* Pricing and Promotion Development
* Brand Development Presentations
* Company Image Marketing
* Marketing Campaigns
 | * Management Skills
* Quality Management Tool
* Corporate Communication
* Creative Team Leader
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**EXPERIENCE:**

**Manager Sales & Marketing, 07/2014 – Present**

**SaakhPharma PVT ltd, Pakistan**

Implement all promotions and brand activities and strategies to establish and maintain presence of brand in the marketplace. Increase sales through deliberate efforts strategically implemented in research, strategy, financial planning, and relationship management.

* Created and manage traditional and non-traditional marketing strategy, reporting on variances and deviations to corporate VP of Marketing and CEO
* Execute sales expansion strategies approached and closed deal with 40 users of Amoxicillin Tri hydrate in Pakistan maximizing sale of 4crore.
* Managing technology with innovative ideas & implementing duties.
* Ensure alignment internally and externally across operations, field marketing, franchisees and other team members through effective and regular communication methods.
* Develop marketing and brand building campaigns aimed at increasing sales and profit margins including free standing franchises and Non=Traditional Stores.
* Analyze and identify sales opportunities and create top-line growth and franchisee profitability.
* Create and present financial modeling and marketing campaigns.
* Coordinating with production team and making sure that the store is stocked with an imaginative, innovative & exciting range of products for customers.

#### REWA Fashion-Dubai, U.A.E. Jan’2010 – 2nd Jun ’2014

Store Manager:

* Manage Rewa largest-volume store, with sales of approximately 30,000 dhs per week on high

Session around 200,000 dhs per week.

* Handle all merchandising, inventory control, ordering, cash control, and maintenance.

Oversee store opening and closing procedures.

* Direct sales activities assist customers and address customer concerns.
* Input data to prepare daily sales reports and regularly use weekly and monthly data

to develop sales and promotional strategies. Hire, train, and coordinate a staff of 26.

* Work with Spinner corporate colleagues as well as record company professionals to develop local marketing and advertising strategies, supplementing national campaigns.
* Inspire sales staff to develop and implement special promotions and events.Received the "Super Rewa" Sales Award for exceeding sales goals.

#### Nakheel-Dubai, UAE FEB 2005 – 25th Dec 2010

**Development Compliance Officer:**

* Monitor development activities within Nakheel Communities.
* Maintain registers of lawful and unlawful development.
* Make assessments about the extent to which development is inconsistent with Community Rules and Regulations, Development/Design Control Regulations and/or Specific Development Conditions.
* Provide reports to management about development activities within Nakheel Communities.
* Provide recommendations about managing resolution of unlawful development or development which is inconsistent with Development Conditions.
* Liaise with residents about development concerns and provide progress statements regarding appropriate action taken.
* Prepare and issue appropriate notices (including ‘stop work’, ‘fines’ and other notices) to persons/entities who breach Community Rules and Regulations, Development/Design Control Regulations and/or Specific Development Conditions with an approval.
* Liaise with Development Assessment Officers about specific matters pertaining to development regulation.
* Liaise with other regulatory authorities about compliance and enforcement.

#### Nakheel-Dubai, UAE

#### CRM LIASION ADMINISTRATOR:

* Controlling and managing all aspect of Infor department which includes 30 inspectors & CRM coordinator as well as managing the work flow in an organized and professional level.
* Skilled at developing long-term relationships with clients, and generating loyalty above and beyond the customer relationship, with the ability to adopt a Customer perspective.
* Works with the Facilities Manager and Assistant Facilities Manager to identify deferred maintenance issues, and assists with the execution of maintenance projects with in-house and contracted resources.
* Following up on issues related to customer as well as feedback consultation in customer service, more over personally resolving issue of irate customers
* Daily monitoring of inspectors within the Infor system
* Maintaining daily and weekly reports concerning Infor system as well as following up with pending cases
* Providing feedback for the betterment of organization to ensure great Infor work environment
* Coordinating with the handing over department in relation to handing over buildings to ensure service like security, cleaning ECT is provided at the earliest.
* Weekly meeting with DLP contractor/ Cleaning companies & security DSS.

**EDUCATION**

**Master of Business Administration, Management**, 2008

**American University of Technology & Management**, U.A.E. Sharjah

G.P.A. 3.2

**DIPLOMA**

**CQP**

Certified quality Professional from PIQC **N.E.D. University Karachi** - 2016

**CERTIFICATES**

**Medic First Aid training programs**

EUROLINK SAFETY: Approved by ministry of health

Dubai, U.A.E.

**First Aid Fire Fighting Training**

PORT CUSTOM & FREEZONE CORPORATION

Dubai, U.A.E.

**Quality for Project Manager**

ESI International Business

Dubai, U.A.E.