**USMAN**



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**Visa Status:** Visit visa valid till 15th June 2019

**Executive Summary**

A highly adaptive & reliable thought leader having an in-depth knowledge of marketing concepts, competitive analysis, strong understanding of the consumer preferences, territory & customer management.Expert in marketing communications strategy with updates to support business plans in agreement with product managers and coordinating with other officers to ensure proper implementation of marketing activities.

**Work Experience**

**ROYAL TAG** (March 2017- February 2019)

**MANAGER - MARKETING/PR/EVENTS**

Royal Tag is a smart formal fashion retail brand for men, operating nationwide and located in 38 main touchpoints of the country.

**Responsibilities**

* Lead and control the overall marketing department (Conventional & Digital). In addition, made extensive plans to market the brand in a better way as never before.
* Creatively and innovatively initiated the marketing strategy for Royal Tag through ATL/BTL & guerilla marketing activities. In addition, created content for TV Commercials and digital campaigns.
* Planned and executed the marketing activities & Promotions to ensure that bottom line and top line targets are being achieved.
* Monitored and analyzedmarket trends by studying competitor’s products and services and made a layout, which showedhow we could publicize our marketing activities in a very cost-effective way to reach maximum customers.
* Conducted quarterly surveys related to customer satisfaction and product prices to identify potential markets for products and services.
* Developed and implemented the get firm grip on marketing activities calendar, presented to the higher management, they appreciated my effort on that because every activity was translating the organizational goal after all.
* Enhanced brand recognition through various activities e.g. Loyalty card program and gift cards. By this, we increased our customer volume by 30% in comparison to last year.
* Enhanced Brand Image and worked on Brand Building ideas i.e. changed the Brand Mantra (Modern Man from Mad to Make it).Furthermore, we translated the slogan at every touch points.
* Lead and controlled the CRM Department and made strategies for customer care. Improved the department’s performance by 30% than the previous year.
* Conducted Mystery shopping activities to analyze the current situation of the brand and find ways to improve.
* Managed the seasonal shoots locally and internationally. Shoot in **Thailand** was one of the best shoot of the season. Having exposure regarding working internationally.
* Coordinated promotional activities and made plans according to the promotional calendar. We were successful to reach the desired no of customers i.e. 20% increase from the last year through our timely promotions.
* Prepared online sale targets and made a digital plan, which includedFacebook, Instagram, Snapchat, Website and other digital mediums to widen the digital span of the brand.
* Used Google Analytics tool, facebook& Instagram insights to improve online sales and gained 50% rise in Online Sale as compared to the previous year.
* Conducted SWOT analysis, highlighted the weaknesses, and gave ideas to convert weaknesses into strengths.
* Assisted subordinates to prepare different reports of marketing tasks and overlooked their social media marketing activities by helping them in handling critical customer issues.
* Presented Royal Tag at **HUM BRIDAL COUTURE WEEK (HBCW)& PAKISTAN SUNSILK FASHION WEEK (PSFW)**that resulted in building a better brand image.
* Effectively negotiated with vendors and planned to reduce cost by 5%, which resulted in more revenue.

**SEFAM (PVT) LTD - BAREEZE** (December 2015 – March 2017)

**ASSISTANT MANAGER MARKETING**

Sefam is one of the mature retail chain of country, which manufactures Men, Women, Kids’ clothing.They have eight brands located at 100 main touch points in the country.

**Responsibilities**

* Developed Annual Marketing Calendar including outdoor, print media campaigns, TVC’swhich conveyed our message to the customers nationwide to achieve the desired sales.
* Managed and coordinatedATL and BTL advertising campaigns nationwide and immediately resolved issues with coordination of marketing team and vendors.
* Developed and managed the creative part of the brand and improved brand aesthetics.
* Worked on product development strategy in terms ofpackaging and designing to give a wow feel to customers.
* Planned and managed the photoshoot for the brand with the cooperation of the designing team so that our campaign could attract more customers and by this, we gained a rise of 20% in customers.
* Evaluated the vendors, coordinated with them in terms of cost, and make a cost-effective strategy to market the product, which resulted in gaining more value.
* Managed the Budget of 90 Million Rupees and effectively make a plan to market the product, ensured necessary compliance as well.

CHARCOAL (September 2014 – December 2015)

ASSISTANT MANAGER MARKETING

Charcoal is one of the leading retail brand of apparel and accessories for men. As a manufacturer of casual and formal clothing, it isoperating nationwide and located at 45 main touch points of the country.

* Managed Marketing for Charcoal especially ATL Marketing which includes Billboards Campaign, Electronic Media Campaign, Print Media Campaign, Mobile Marketing, Social Media Campaign.
* Coordinated/liaised with Creative Agency for designing and creating an improved version of marketing content, we got better results with those campaigns as compared to earlier.
* Coordinated with vendors regarding branding change over, timely display of branding so that we can target maximum customers as soon as possible.
* Coordinated with the design team and planned seasonal shoots for the brand, and worked with high-end fashion photographers to create better output in terms of visuals and aesthetics.
* Managed and processed customer queries and claims timely that results higher the customer retention rate.

IRIS COMMUNICATIONS(February 2013 – September 2014)

**BRAND ACTIVATION MANAGER**

Iris communications is a fastest growing marketing research and brand activation agency, working since 2008 with international clients includes Nestle, Tetra Pak, FMC, Telenor, Johnson & Johnson, British American Tobacco, Pepsi, Samsung and Colgate Palmolive.

**Responsibilities**

* Development of detailed project schedule, which included the administrative tasks and all aspects, involved in the project.
* Worked with British American Tobacco, Johnson & Johnson, FMC, and Tetra Pak in terms of brand activations. I have run activation campaigns for these brands in all over the country.
* Ensured flawless execution of on-ground activation by managing the operational and the field teams.
* Responsible for hiring, grooming and managingthe personal for the projects.
* Compiled summary documents and reports such as project proposal initiation and closing reports.

**Education**

* Master’s in Business Administration (University of Central Punjab), Major (Marketing) Minor (Supply Chain)
* Bachelor of Commerce (Punjab College of Commerce) – 1st Division.

**Personal Interest**

I enjoy writing & reading books, playing cricket and watching movies.