

## **Education:**

Lahore University of Management Sciences - LUMS (2015-2017): Master of Business Administration (MBA) - Management  
Iqra University (2009-2013): Bachelor of Business Administration (BBA Hons.) - Finance and Economics

## **Experience:**

### **Fatima Group (Jan 2021 — Present)**

#### **District Sales Manager – Fertilizers**

Sales and Marketing:

- Responsible for targets achievement of NP, DAP, CAN and UREA in the entire Islamabad/Rawalpindi district
- Development and implementation of sales strategy for the district
- Management and development of channel outlets to increase sales in the Rawalpindi district
- Building farmer and dealer loyalty through farmer meetings and dealer incentive programs
- Analyzing and forecasting sales on the basis of historical data and seasonal crop cultivation patterns

Logistics and Warehousing:

- Managing end-to-end supply chain from PakArab/Fatima plants to dealers and warehouse
- Ageing analysis, ensuring orders execution on FIFO basis to dealers and monthly inventory planning for warehouse
- Warehouse rates negotiation and making warehouse location strategies to enhance reach to the market and dealers
- Conducting bi-monthly warehouse audits to ensure no discrepancies exist between physical and system inventories
- Suggesting ways for improving warehouse operations and ensuring all safety measures are strictly complied
- Planning orders for direct diversions to dealers to reduce handling costs at warehouse and improve capacity utilization

### **OLX Classifieds (Jun 2019 — Dec 2020)**

#### **Category Sales Manager – Automotive**

- Restructured the sales channel from telesales to field sales and increased dealership network by 300%
- Developed a subscription based revenue model and increased revenues from PKR 0.2mn to PKR 1mn
- Initiated a massive content acquisition drive to improve platform health and increased cars category listings by 81%
- Coordinated with cross functional teams and conducted market research to build product offerings
- Identified new prospects and maintained strong relationships with paying clients for increasing business growth

### **Total Parco Pakistan Limited (Aug 2017 — Jun 2019)**

#### **Area Sales Manager (Retail) - Oil & Gas**

- Managed 33 retail outlets across the areas of Gujranwala, Sialkot, Zafarwal, Shakargarh, Narowal, Pasroor and Hafizabad
- Increased lubricants sales by 14% by engaging inactive retailers (121KLS/year to 138KLS/year) Achieved 96% MF & 100% lubricants
- Activated 2 dormant retail outlets by close coordination with both internal and external stakeholders
- Inaugurated 3 new T-Air Image retail outlets in Sambrial, Kot Khizri & Kot Ladha
- Trained and supervised retail outlets staff to be fully conversant with HSEQ requirements
- Initiated and closed 4 expired lease contracts through constant engagement with retailers
- Conducted market research and multivariate analysis to drive the sales of premium Quartz 9000 range

### **Dalda Foods Pvt Ltd (Jun 2013 — Jan 2015)**

#### **Territory Sales Officer (General Trade) - FMCG**

- Marketed and promoted 52 SKUs in the DHA territory of Karachi
- Analyzed Daily, Weekly and Monthly volume Targets Vs. Achievements of each Distributor Sales Representative (DSR)
- Trained distributor sales representatives at 8 steps of sales calls
- Designed and implemented PJP's of DSRs and RTMs of Merchandisers
- Achieved 98% recoveries from assigned market
- Conducted training of key punching officers and sales reps at new ERP system (BizzTrax)
- Implemented the ERP system across 10 distributions of Karachi and Hyderabad

## **Certifications**

- Microsoft Excel - Excel from Beginner to Advanced (Udemy)
- Write Better Emails: Tactics for Smarter Team Communication (Udemy)
- Salesforce New User Training (Udemy)

## **Skills**

- ★ Proficient at Microsoft Office (Power Point, Excel, Word, Access & Outlook), SPSS, Salesforce and Oracle
- ★ Excellent writing/communication and presentation skills
- ★ Data management and analysis
- ★ Post sale relationship management
- ★ Training, development and business consultation
- ★ Distributor, Dealer and Warehouse Management
- ★ Negotiation
- ★ Sales planning & forecasting

**Languages:** Fluent in English, Urdu and Persian. Limited proficiency at Pashto and Punjabi

**Interests:** Hyper-Realism Portrait Artist, Travelling, Football and Swimming