

MUHAMMAD SHAFAT AWAN

A-45/B Sector Z-2, Gulshan-E-Maymar, Karachi

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PROFESSIONAL SKILLS

Business Communication - Team Leading & Management Skills - Product Development
Business Development Entrepreneurial Insight - Planning & Reporting - Digital Marketing
Data Analysis for Insights

PROFESSIONAL EXPERIENCE

TEXITECH (Lenovo Partner), Karachi

May 2018 to Present

Senior Officer, Sales & Marketing

- Maintaining relationships with clients by providing support, information, and guidance, researching and recommending new opportunities, recommending profit and service improvements.
- Responsible for conducting an effective and competitive advertising campaign activities on different contemporary platform of marketing, and gathering, recording and analyzing data.
- Responsibilities also include ensuring customer satisfaction through callbacks, e-mails, analytics and surveys.
- Identifying new products and add in our portfolio by remaining current on industry trends, market activities, and competitors.
- Worked to achieve maximum sales profitability, growth, and account penetration in assign territory.
- Organizing and attending events such as conferences, seminars, receptions, and exhibitions.
- Managing the production of marketing materials and websites updating
- Attend monthly meetings and report weekly sales to upper management with details on current/planned strategies and upcoming projections based on planned orders with customers.

Achievements

Consistent sales maximization, average growth by 30% in 2018-20.

H&H Enterprises, Karachi

Dec 2014 to Apr 2018

Officer, Sales and Marketing

- Evaluating the effectiveness of all marketing activity
- Analyzing and mature business opportunities, by initiate new products solutions.
- Creating new innovative ways to communicate with clients for company growth.
- Emerging and implementing an internal marketing program plan
- Budget allocation of promotional activities
- Contributing to the annual sales and marketing plan to create awareness in target audience
- Generated and targeted leads in specialist market/industries
- Sourced leads and cold-called to promote the products, and regularly called/visited both new and existing customers to discuss requirements, negotiate terms and maximize business opportunities
- Built and retained long-term friendships/relationships with customers
- Ensured a high standard of customer service by discussing and recommending suitable products

Participation in Events

Dawn Lifestyles 2019

Lenovo's Commercial Range Showcase Event 2018, organized by **TEXITECH**

EDUCATION

Diploma of Digital Marketing – March 2021

Institute of Business Administration (**IBA**), Karachi

Master Degree of Business Administration (Marketing) – September 2020

Shaheed Zulfikar Ali Bhutto Institute of Science & Technology (**SZABIST**), Karachi

Bachelors Degree of Sciences (Actuarial Sciences) – December 2013

University of Karachi (**UOK**), Karachi

CERTIFICATIONS

- Google Analytics for Beginners
- Google Ads Display Certification
- Google Ads Search Certification

COMPUTER SKILLS

- MS Office Suite (MS Excel, MS Word, and MS PowerPoint)
- Statistical Software (SPSS)
- Adobe (Photoshop, Illustrator & Freehand)
- Quick-Book (ERP)
- Google Analytics, Adwords, Ads Search & Display & My Business

LANGUAGES

- Urdu, English

REFERENCES

If requested, you will often be asked to provide references.