

AFRAZ HAMID

Skilled Sales & Trade Marketing Professional

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📍 Faisalabad Punjab



SUMMARY

To become a team member of growing environment where, I can utilize my knowledge and experience for my achieving organizational goals and learn more.

EXPERIENCE

Regional Trade Marketing Executive

Samsons Group of Companies

📅 12/2023 - Present 📍 Central Region Lahore

- Training & Development of Merchandisers to ensure high degree of Visibility.
- Consumer Engagement, Hire Brand Ambassadors and also plan their complete work route or trained them.
- Ensure quality and timely execution of all trade marketing activities of vendors.
- Execution of Regional BTL Plan in alignment with HQ national plans.

Territory Sales Officer

Continental Biscuits Limited

📅 02/2023 - 11/2023 📍 Chiniot

- Ensure Sales Target Achievement.
- Ensure effective utilization of Trade Scheme.
- KPI Targets Achievement.
- Frequently market visit with DSR to identify the gap and area of improvement.

Client Services & Key Accounts Executive

RB Direct Marketing

📅 11/2022 - 02/2023 📍 Faisalabad

Trade Marketing Officer

Pak Elektron Limited PEL

📅 05/2016 - 10/2022 📍 Faisalabad

- Lead trade marketing activities to ensure brand and customer expectations are met, and responsible for Trade visibility measurement & tracking of Faisalabad Region including Sargodha & Sahiwal.
- Conduct Market activities and Product Promotion Campaigns to drive sales and also manage LMT network to boost up secondary sales.
- Develop & deliver necessary training to third party employees that includes FSM's, brand ambassadors, merchandisers and supervisors.
- Develop and implement plans for shop in shop, shop fascia and branding that creates maximum brand visibility.
- Market expansion by identifying new potential outlets and filling gaps and ensuring products availability and visibility in the markets.
- Ensured proper utilization of BTL stock, props and POSM through frequent audits and reviewed the performance of BTL agencies after each campaign.
- Ensured Customer and Market Feedback on Product Quality.

EDUCATION

Master of Business Administration MBA (Marketing)

The University of Faisalabad

📅 02/2016

CERTIFICATION

Sales Force Management for SMEs

- Certificate of participation one day Training Session held on January 25, 2020 conducted by Institute of Cost and Management Accounts of Pakistan Faisalabad.

SKILLS

Business Development

Market Research

Team Management

Vendor Negotiation

Merchandising

Sales Operations

Brand Activation

Consumer Insights

Trade Marketing

Territory Management

Stake Holder Management

Distribution Channel Management

PROJECTS

Trainee as Banking Operations One Week Internship

📅 09/2015 📍 Faisalabad

Mobilink Microfinance Bank Limited

Trainee as Banking Operations Six Weeks Internship

📅 06/2015 - 08/2015 📍 Faisalabad

MCB Bank Faisalabad

Assistant Credit Officer

📅 12/2015 - 03/2016 📍 Faisalabad

FINCA Microfinance Bank