

AFRAZ HAMID

Skilled Sales & Trade Marketing Professional

📞 03008160016

🌐 <https://bit.ly/3MSI2wv>

✉️ afrazhamid44@gmail.com

📍 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

Distribution Sales Officer

Continental Biscuits Limited

📅 02/2023 - Present 📍 Chiniot Pakistan

- 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

RB Direct Marketing Advertising Agency which provides Client Services and Developing or sustaining solid relationships with key clients, acting as a liaison between the client and internal teams, Strategy Planning for OOH Media and BTL advertising service provider.

Trade Marketing Officer

Pak Elektron Limited PEL

📅 05/2016 - 10/2022 📍 Faisalabad

- Lead all the 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.
- Collect price lists and policies of competitors and information on new product launches by visiting the markets and developing rapport with Dealers and FSM's.
- Prepare monthly Price comparison and Sell out Report.
- 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.
- Support Business Development by identifying Business opportunity and market Potential.

Assistant Credit Officer

FINCA Microfinance Bank

📅 12/2015 - 03/2016 📍 Faisalabad

- To find potential clients, individuals, or businesses in need of loans.
- To analyze and verify the application to determine the client's worthiness.

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

Wedding Jackpot BTL Activity

📅 04/2022 📍 Faisalabad

- Two months Kiosk/BTL activity of PEL in the Faisalabad Regions.

Trainee as Banking Operations One Week Internship

📅 09/2015 📍 Faisalabad

- Mobilink Microfinance Bank Limited

Trainee as Banking Operations Six Weeks Internship

📅 06/2015 📍 Faisalabad

- MCB Bank Faisalabad