

AHMED BARLAS

SALES/MARKETING MANAGER

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ISLAMABAD, PAKISTAN

Summary

Experienced Corporate Sales/Marketing Manager with 14 + years of experience with a proven track record of working successfully in cross-functional teams belonging to product development and sales domain. Business developer with strong technical aptitude and versatile experience in large distribution B2B sales. I have worked on various aspects, including brand positioning, messaging, marketing campaigns, market research, stakeholder management, and brand equity. I can navigate the exciting realm of online marketing, utilizing cutting-edge strategies and technologies to promote brands, engage audiences, and drive business growth. I bring a unique blend of creativity, intelligence, and strategic thinking to any organization.

Experiences

Head Corporate Sales Manager (North Region) (06 /2023 – Present)

Buraq Profiles (Brand of Glass World Innovation Pvt LTD) Rawalpindi

- Develop and implement a sales strategy that aligns with the company's goals and objectives. Which include identifying target markets, setting sales targets, and creating a roadmap for achieving these targets.
- Build and maintain relationships with key customers, including builders, contractors, architects, and property developers. Ensure excellent customer service and address customer concerns or issues promptly.
- Stay informed about market trends, customer preferences, and competitors' activities. Use this information to adjust sales strategies and make informed business decisions.
- Work with clients to negotiate pricing, contracts, and payment terms. Ensure that deals are profitable and align with the company's pricing strategy.
- Work closely with the marketing team to develop and execute marketing campaigns that support sales efforts, including advertising, promotions, and campaigns.
- Identify potential risks and challenges in the sales process and implement strategies to mitigate these risks.

Sales/Marketing Corporate Manager (02 /2017 – 04 / 2023)

Fitments (Brand of MAB Exports Pvt LTD) Karachi

- Managed a team of 8 people consisting of marketing and sales specialists to drive and lead conversion campaigns and enhance marketing operations. Grow sales in the international region by managing the team and traveling quarterly overseas to strengthen and maintain customer relationships, supervised team members by assigning them targets and ensured adequate tracking and control.
- Create and implement integrated marketing campaigns across multiple channels, including digital, social media, print, and events.
- Promoted and marketed international trade events.
- Establish key performance indicators (KPIs) to measure the success and impact of brand initiatives. Monitor and analyze brand performance metrics, consumer feedback, and market trends to make data-driven recommendations for brand enhancements.
- Allocating and managing the marketing budget effectively, tracking expenses, and optimizing spending to achieve desired outcomes.
- Planning and executing marketing events, trade shows, webinars, workshops, or conferences to showcase products/services and engage with the target audience.
- Overseas client relationships including United States, United Kingdom, South Africa Mid East regions, and Asian Countries (Bangladesh, China, India, Nepal, and Sri-Lanka).
- Develop and manage the brand marketing budget effectively, ensuring resources are allocated appropriately and campaigns are executed within the allocated budget.

Highlighted Projects:

1) Made in Pakistan Product and Service Kathmandu, Nepal (08/2022)

Successfully hit sales record by PKR 3 million in a 7-day event and increased conversion rate by 12%.

2) Consumer Trade Fair Philadelphia, United States (06/2018)

Enhanced the customer database by offering new and lucrative product designs.

3) Pakistan Property & Trade Show Chicago, USA (08/2017)

Sales were boosted by PKR 6 million, which was the highest sales recorded in the company's history for a single event also Introduced discount schemes and promotions for legacy customers.

Sales/Marketing Executive (Team Leader) (10 /2011 – 02 /2017)

Fitments (MAB Exports Pvt LTD) Karachi

- Designed 2 yearly catalogs for the foreign markets giving the brand an identity which increased the brand's recognizability. Create and execute a comprehensive brand strategy that aligns with the company's overall objectives. This includes defining brand positioning, identifying target markets, and establishing brand guidelines.
- Communicated the value and position to the sales team and developed tools to support the selling process.
- Collaborate with senior management to define marketing objectives, target markets, and positioning strategies.

Highlighted Projects:

4) Made in Pakistan Exhibition Kathmandu, Nepal (09/2016)

Increased sales by 19% rapidly during the event for the first time in the Asian market also made our product as a fashion trend in Nepalese market.

5) ISNA Chicago, United States (08/2016)

First time enter North American Market and boosted the sales and managed to close multiple advance bookings. Also lead and participated in other global sales events in UK, Mauritius, China, Sri-Lanka, Bangladesh & UAE.

Sales/Marketing Associate (08 /2009 – 10 /2011)

Fitments (Brand of MAB Exports Pvt LTD) Karachi

- Prepared pricing and presented them elegantly to the customers.
- Market research to identify potential export markets, analyze competition, and determine demand for products.
- Negotiated contracts, pricing, terms, and conditions with international partners, distributors, and customers, in the interest of both customers and the company.
- Managing export documentation, including, shipping documents, and compliance with international regulations. Maintained excellent customer relationship.

Direct Sales Representative (DCR) Corporate (11 /2008 – 08 /2009)

Standard Chartered Bank Karachi

- Call direct customers and brief about new product and services of our Bank.
- Meeting or exceeding sales targets set by the company. This involves consistently achieving and even surpassing predetermined sales goals.
- Engaging with potential customers through in-person meetings, presentations, demonstrations, and other forms of communication to educate them about the bank product & service and address any questions or concerns.

Skills

- Strategic, Sales and Marketing Planning
- Analytical skills
- Adaptability and agility
- Creativity and innovation
- Staff leadership and development
- After Sales Support
- Influential Negotiation Skills
- Strategic Selling Skills
- Sales Presentation & Planning
- Business Performance Improvement
- International Sales support
- Brand management.
- Content Management Systems (CMS)
- Market research and analysis.
- Digital Strategy Development
- SEO and Content Marketing
- Conversion Rate Optimization (CRO)
- Digital Strategy Development

Education

MBA (Marketing)

Bahria University (Karachi)

2008