

# AHMAR PARACHA

## OBJECTIVE

With over 08 years of experience in sales management and a proven track record of exceeding sales targets, I am passionate about driving strategic growth and market expansion. My expertise in leading high-performing teams and implementing innovative sales strategies has consistently resulted in significant revenue growth.

## REFERENCES

Available upon request.

## ADDRESS

[KOHAT, KPK](#)

## CELL

[0307-8005389](#)

## EMAIL

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## LINKEDIN

[LINKEDIN.COM/IN/AHMA  
R-PARACHA-452599223](#)

## EXPERIENCE

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### OCT2023 TO TILL PRESENT

#### Maple Leaf |Sale Manager | Strategic Growth | Market Expansion

Developed and executed a comprehensive sales strategy, resulting in the acquisition of 100+ new clients within the first year.

Implemented a new sale training program, resulting in a 10% improvement in sales team performance.

Developed and maintained relationships with key clients, contributing to a 20% increase in client retention rates.

Collaborated with the product development team to provide feedback from the market, influencing product improvements.

- Building and maintaining long-term relations with customers.

Selling and promoting products to both existing and potential clients.

Performing needs analysis and cost-benefit analysis for clients. Establishing and maintaining positive business relationships with clients.

### JAN 2016 TO NOV 2023

#### Attock Fuel |Salesperson | IT Works

- Managing industrial sales. Developing business potential in context with its policies, Handling key accounts of the company
- Receiving customer demands/payments. Explore new business opportunities for the concerned products sales
- Achieve budgeted targets for sales. Handling day to day office correspondence
- Liaison with various government agencies / ministries
- Preparing SOP's & various sales & stock/inventory reports,Other duties as assigned
- Provide support for IT department: help monitor staff needs, assist staff with problem solving, assist IT staff as requested.
- Provide support for Human Resources: interview schedule, applicant pool, resumes files, orientation, monitoring time sheets.

- Maintains databases with resident and faculty data, including New Innovations.
- Manages the evaluative processes of the trainees, program, faculty, and rotations.
- Develops and distributes call schedule.
- Performs other duties as assigned by the Executive Director.

## JAN 2014 TO JULY 2015

PURE PUSH (PVT.) LTD. HEAD OFFICE 306, DOSSAL ARCADE,  
Administration |Marketing Executive |Social Media

- Provides support and meets regularly with the Executive Director concerning office management issues and activities and the status of projects. Identifies and evaluates the methods for improving workflow and cost effectiveness and makes recommendations to the Executive Director for improvement. May assist in program-level policy development.
- Responsible for keeping office equipment maintained.
- Responsible for organizational functions and general meeting support: including arranging, follow up calls, maintaining office space schedules, securing food and supplies, copying + faxing.
- Responsible for incoming and outgoing mail, shipping and receiving.
- Responsible for maintenance of common spaces for appearance and functionality.

## EDUCATION

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- **Bachelor in Business administration**  
Institute of Kohat University Science and technology 2009 - 2013

## COMMUNICATION AND CURRILAR ACTIVITIES

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- Like to Play Badminton and Basketball Science and technology 2009 - 2013
- I was a Senior Organizer for the Blood donor Society Kohat University Science and technology 2009 - 2013
- Worked with Ample (The Event Management) as Senior Organizer and arranged concerts & local events.

- Achieved Certificate of Appreciation from Centre for Public Policy Research (CPPR).

## **LEADERSHIP**

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- I was the Vice President of Pashto Society - Kohat University
- Achieved Certificate as a Volunteer in Centre for Public Policy Research (CPPR) honors 2-IC Network, Flood relief 2010 Khyber Pakhtun Khwa, Pakistan.