Muhammad Bilal Raza

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* To utilize every opportunity to learn & improve in order to add value to the organization, thereby attaining positive career growth.
* Enhance my knowledge, skills and abilities to become an eminent professional.

**WORK EXPERIENCE**

**Organization Kohinoor Maple Leaf Cement Factory**

**Designation Assistant Manager (Sales and Supply Chain)**

**Working duration 1St July, 2022 - Present**

**Responsibilities**

* To deal with all whole sellers and retailers of cement sector thereby focusing on business and home projects.
* Maintain and develop effective customer relationship through personal contact, meetings and telephone, etc.
* Induction of new dealers after conducting thorough market research.
* Proven experience in Project Sales.
* To keep abreast of new developments in market.
* Payment Collections as Per Terms agreed with Customer.
* Display efficiency in gathering market and customer information to enable negotiations regarding variations in prices, delivery and customer specifications to their managers.
* Record sales and order [information](http://www.jobawareness.com/chief-information-officer.asp) and report the same to the Factory and Regional Manager.
* Provide accurate feedback on future buying trends.
* Review of my own performance aiming to achieve or exceeding the assigned targets.
* Maintaining necessary information and records for future reference.
* Brand Promotion, Brand Positioning and Effective Brand Management.
* Monitor logistics to ensure timely delivery.

**Organization Kohinoor Maple Leaf Cement Factory**

**Designation Executive Sales and Marketing**

**Working duration 15th February, 2020 – 30th June, 2022**

**Responsibilities**

* Assess local market conditions and identify current and prospective sales opportunities.
* Stay abreast of competing markets, market movements and penetration.
* Reviewing team performance, aiming to exceed assigned targets.
* Contributing to the development of marketing strategies.
* Conducting market research on rival products.
* Tracking sales data to ensure the company meets sales quotas.
* Creating and presenting sales performance reports.

**Organization Punjab Provincial Cooperative Bank Ltd.**

**Designation Officer Branch Operations**

**Working duration 3rd January, 2019 – 14th February, 2020**

**Responsibilities**

* Direct all operational aspects including customer service, administration and sales.
* Manage Budgets and allocate funds appropriately.
* Ensure that internal audits are effectively carried out and recommendations are implemented for improved compliance and efficiency.
* Participate in meetings with internal auditors to ensure that all instructions have been complied and deficiencies rectified.
* Verification and presentation of supporting documents to assist smooth flow of audit work.
* Ensuring that financial and other organizational policies are interpreted and practiced to mitigate operational and financial risks.
* Analysis of Suspicious Transaction Reports and Currency Transaction Reports to mitigate Money Laundering / Terrorist Financing Related Risks.

**Organization Berger Paints.**

**Designation Assistant Sales Officer**

**Working duration 15th December, 2017 – 6th December, 2018**

**Responsibilities**

* Meeting assigned sales and collection targets
* Identification of new customers for business growth.
* Maintaining healthy relations with customers and stakeholders.
* Effective branding of all products.
* Implementation of business strategies, policies and SOPs.

**ACADEMIA**

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|  | Master's – MBA Marketing (3.5Y)University of Sargodha, Sargodha, PakistanCGPA 3.41 / 4.00Bachelor – B. ComUniversity of Sargodha, Sargodha, PakistanMarks 1093 / 1500Intermediate – FSC Pre-EngineeringBISE SargodhaMarks 721 / 1100Matriculation - ScienceBISE SargodhaMarks 680 / 850 **RESEARCH WORK AND DISSERTATION**   * One publication in “International Journal of Research in Management and Business” titled “Antecedents of Brand Loyalty in Garments Industry”. * Proficiently skilled in data analysis software (SPSS, AMOS and SMART-PLS)   **IT CREDENTIALS**   * Knowledge of MS Office, Internet, Configuration of Wi-Fi Routers. * Diploma in Computer Applications under National Training Bureau. * Proficiency in “Peach Tree Accounting Software”.   **AREAS OF INTEREST**   * Sales Strategy Development * Customer Relationship Management (CRM) * Market Research and Analysis. * Competitive Analysis. * Advertising Campaign Management. * Digital Marketing.   **PERSONAL DOSSIER**  Father’s name Muhammad Bashir  Marital Status Married  Domicile Sargodha  Nationality Pakistani  CNIC 38403-3905286-1  Religion Islam  Permanent Address House no. 32, Street no. 50, Feet Road, Block X,  New Satellite Town, Sargodha  Date of Birth 10th December, 1991  Communication English, Urdu and Punjabi |
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