

MUHAMMAD USMAN FAHEEM



PROFESSIONAL OBJECTIVE

I intend to join a prestigious organization that will be surely benefited from my abilities and gives me knowledge, recognition, achievement, and wealth on basis of my skills and capabilities. Furthermore, I would like to enhance my academic learning through practical implementation.

EXPERIENCE

ASF SECURITY (AIRPORT SECURITY FORCE FOUNDATION)

MARKETING MANAGER / BUSINESS DEVELOPMENT MANAGER

Within marketing was looking over all the social media campaigns, i.e., Facebook, Instagram, Tiktok

Managing all the client's invoices.

Looking after all the new business opportunities brought within the company.

Looking after the deployment of the guards which also included looking after their uniforms and weapons

Looked after the tenders of security guards for HBK Peshawar and Trans Peshawar.

Introduced student marketer's campaign, in which undergrads from different universities were offered internships, these marketers promoted the company and its SBU's into the market and generated potential leads for the business.

ELEVEN PRODUCTIONS

Director Sales

Summerjam Colour Fest 2022, Lakeview Islamabad (Rock Musicarium)

Responsible for arranging an event based on colors, music, and festivity. The project was worth PKR fifteen million.

Team-36 (Realestate) as official premium sponsor.

Official support partner Red Bull was arranged. The student marketing was done by Red Bull through their setup marquee. Free sampling of the mocktail cans was distributed by Red Bull during the event. The Red Bull's car was present within the premises

MEDIASNIFFERS

Director Sales

Responsible for arranging the sponsors and stalls for the Islamabad Taste plus; moreover, handling the sales was also done.

The title name of the event was suggested

Vendors for twenty-five stalls were selected and finalized within the time span of a month.

Four sponsors were arranged inclusive of the premier sponsors

Bronze and Silver packages were also booked for the event

CONTACT

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AREA OF INTERESTS

- Marketing and Sales
- Lead Generation
- Strategic Marketing
- E-business
- Innovation and Strategy
- Management of Technology
- Strategic Financial Management, SAP.

LANGUAGES

Urdu

English

Pushto

HOBBIES

- Golf
- Reading
- Art
- Creative writing

MEDIASNIFFERS

Sales Team-lead

Sales team Lead for Celebrity Premier League, Rawalpindi Cricket Stadium (6-10 October 2021)

Responsible for bringing together more than one hundred celebrities for a series of cricket matches. Six teams participated in the event. The event was aired live on the

Reputed sports television channel Geo Super.

Thirty percent of the two teams were sold solely.

Two sponsors were arranged named, Paradigm Pakistan and Currentage Associates.

Different vendors were selected and finalized for the stalls for this event

MEDIASNIFFERS

Business Development Manager

Successfully managed 30-40 million budget projects and successfully achieved the project's scheduled goals.

Prospected for potential new clients and turn them into increased avenues of business

Developed relationships with senior management (CFO, COO, CEO, CMOS, AND VPS)

Developed negotiation strategies and positions by examining risks and as well as estimating partners' needs and goals

Enhanced the organization's reputation by accepting ownership for accomplishing new and different requests.

MEDIASNIFFERS

BUSINESS DEVELOPMENT OFFICER

Collaborated with Business Development, marketing, and product department, on the creation of competitive concept proposals.

Developed new service offerings based on detailed and documented insights into markets and clients' needs.

Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.

Provided market intelligence and feedback

Built and maintained relationships with clients, consulting Companies, and partners in order to get access to new opportunities.

FREELANCER

Database Management (SAP)

Article writing for freelancers on (up work)

Filling spreadsheets for data entry.

INTERNSHIP

PTCL (Pakistan Telecommunication Company Limited)

Worked for six weeks as an intern in the administration and security department of North Zone F-5, Islamabad.

Departmental presentations of MS PowerPoint

Database Management on MS Excel and working MS word.

Coordination and Management of the provision of HR services to internal employees.

User Authorizations and profile management SAP (PFCG, SU01, SU24).

PROFESSIONAL SKILLS

- Proficient in MS word, Excel and MS Office.
- HTML, Dream Weaver, and QuarkXPress.(Webpages and Cascading Style Sheets CSS)
- Project Management, Interpersonal skills, leadership, Program Management, Strategic Planning, and Quality improvement.
- SAP (Security, User Authorization, and Transaction)

EDUCATION

IQRA UNIVERSITY ISLAMABAD CAMPUS

Bachelors in Business Administration (Marketing)

BBA 3.1 CGPA

FAZAIA DEGREE COLLEGE PESHAWAR

Pre-Engg. (Peshawar Board)

Good Second Division Annual Examination

ST MARY'S HIGH SCHOOL PESHAWAR

Matriculation. (Peshawar Board)

First Division Annual Examination

PROJECTS

Made 500 First-Aid boxes and delivered them to the Taxi community based in Islamabad and different mosques in Islamabad sponsored by Pak-Win filters for the welfare of the society.

Organized social night for 300 people at the University.

Renovation of School in hometown