

# Muhammad Ishaq

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## Qualification

### Abdul Wali Khan University Mardan:

Jan 2023

- *Master Of Business Administration (Marketing)* CGPA: 3.3
- *Bachelor Of Business Administration (Marketing)* CGPA:3.0

May 2020

## Work Experience

### Management Trainee Officer

#### *Bestway Cement Company Mianwali*

Oct 2023 - Present

#### Sale operations:

- Conduct daily market visits and check competitors' rates then prepare the MVR reports.
- Coordinate with dealers regarding targets and sales.
- Build strong relationships with new customers
- Work to increase general trade.

#### Store operations:

- Create inspection reports in SAP software for local and imported items received at the factory
- Created good receipt notes (GRN) on SAP for accepted items and managed rejection number.
- Posted material item requisition (MIR) in SAP, maintaining accurate records of all items.
- Prepare multiple reports, such as DMR, DPR, diesel issuance, vehicle in/out, raw materials.

### Marketing Officer:

#### *Home & Green Group of Properties Mardan*

July2020-Aug2022

- Successfully served marketing officer for two years, gaining extensive knowledge.
- Managed a team of marketer and providing them clear instruction.
- Expanded the agency reach by attracting and retaining overseas clients.
- Increased sale by identifying profitable projects facilitating their successful.
- Cultivated strong relationship with clients, building trust and ensuring their satisfaction.

### Sale & Marketing Officer:

#### *Ahmad Brother Honda Dealership Mardan*

Jan2019-March2020

- Joined as an intern and quickly gained valuable knowledge and skills in sales and marketing.
- Successfully increased sales by implementing effective sales strategies and techniques.
- Maintained strong client relationships by providing timely and positive responses.
- Actively inform clients about new stocks, Managed social media marketing.
- Oversaw the planning and execution of advertisements and promotional activities.

## Skills

- Marketing strategies, Marketing Research,
- Client relationship Management
- Sale & business development
- Procurement/supply chain
- Planning/Organization skills
- innovation mindset, Interpersonal skills
- Communication, Work ethic
- Leadership, Strong presentation

## Digital Skills

- Microsoft office, Excel, PowerPoint
- SAP, IR, GRN, MIR
- Social media marketing
- Affiliate marketing
- YouTube channel Management
- E-Commerce
- Video/Picture editing
- Canva basic skill

## Certification

- Career & personal development (Bestway cement company)
- Center for social education & development.
- Connect to Pakistan conference.

**Languages**

- English, Urdu, Pashto

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**Interests**

- Travelling, Researching, Making videos, Community Engagement, Snooker. Food
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