

COVER LETTER



Address and Contacts

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Experiences History

Organizations;: Local, National,

Total experience:- 12 years

**Area of experience: Sales & Recovery-Operations,
Administration & Marketing Management & Logistic in group
of Manufacturer Units**

Dear Sir

Reference with my experience in Sales, Recovery-Operations, Administration & Marketing Management, Logistic &, Business operations I have demonstrated the ability to deliver accelerated organization growth, significant cost reductions, and enhanced customer loyalty while at the same time planning and implementing critical business expansion. I offer a broad base of experience and the vision to help lead companies to achieve continuously improved result. I have a clear, logical mind with a practical approach to problem solving and a drive to see things through to completion. I have a great eye for detail. I am eager to learn, I enjoy overcoming challenges, and I have a genuine interest in Business Management

- ✓ Plan to cash the external opportunity through internal strength, coordinate with manufacturing department.
- ✓ Create the business development plan that result in 100% increase in sale over the time of period.

Along with the vision to set attainable aggressive goals I have demonstrated ability to assemble, retain, and support superior teams committed to over increase profitability.

Basic Information

Name: Maqbool Zaman
Father Name: Noshad
Religion: Islam
Gender: Male
Date of Birth: 06/04/1985
Place of Birth (Domicile): Swabi (KPK)
Nationality: Pakistani
Postal Address: Distt Swabi, Tehsil Razarh ,V.P.O Ismaila,Mohallah Khawar Gady Swabi (KPK), Pakistan

Education:

- ✓ **M.BA(Year 2010) (Specialization in Finance CGPA=3.2/4.0 with 76%) (1st)**
From Sarhad University Science and Information Technology Peshawar(suit)
- ✓ **B.SC(Year 2005) (Specialization in Mathematics & Statistics)with 60%) (1st)**
From University of Peshawar
- ✓ **F.SC (2003) in Pre –Engg with 55% (2nd)**
From Khair Abad College Mardan (BISE Mardan)
- ✓ **Matric (2001)in Science with 60% (1st)**
From G.H.S.S Ismaila Swabi (BISE Peshawar)

Language & Degree of Proficiency:

Language:	English	Urdu	Pushto
Speak	A	A	A
Read	A	A	A
WRITE	A	A	A
UNDERSTAND	A	A	A

I Am

- ✓ Goal oriented, analytical approach, and quick learner,
- ✓ Adjustable, team worker, self-motivated and dead line oriented.
- ✓ (**12 year**) practically experience Business Development with multiple business unites, like Manufacturing business units, sales business units, services business units, designing strong marketing pipelines also implementing with positive result, strong decision making skills .

Summary

- ✓ Ability to model the business plans with best practices in monitoring, evaluating and successful program implementation
- ✓ Ability to manage and adhere to strict timelines
- ✓ Strong management and leadership skills
- ✓ Strong interpersonal and coordination skills
- ✓ Strong information sharing and report writing skills

Objective:

To work in an organization that is dynamic, provides an innovative, challenging and rewarding career and practices professional excellence and have a progressive development plan to mature their skills and talents and progress in their chooses area.

My self

Motivated & personable professional, uses own resources, skills and abilities fully, accountable for own activity, progress and success, manages self and team towards goals, completes projects and activities independently, obtains own help and assistance, internally motivated and does not seek external rewards for good performance.

Flexible and versatile, Coordinates efforts by establishing procurement, production, marketing, field, and technical services policies and practices; coordinating actions with corporate staff.

Strengths:

- ✓ Following research methodologies
- ✓ Planning, developing and implementing
- ✓ Analytical skills and critical thinking capacity.
- ✓ Quick decision making and highly developed communication skills.
- ✓ Strong interpersonal skills, aggressive and result oriented.
- ✓ Ability to grasp concepts, logic quickly to implement the same.
- ✓ Working in communities (units), making use of participatory approaches.
- ✓ Excellent communication and problem solving skills.
- ✓ Effective people management and team building skills
- ✓ Good team player with proven leadership qualities.
- ✓ Highly confident, self-starter, hardworking, and committed to work. .

Special skills in field of Marketing

My experience in Advertising, Marketing Network, Brand Management, Mobile SMS Marketing, Email Marketing, , Out Door Marketing, Event Marketing, Retail Marketing,, Promotional Marketing, Word of Mouth Marketing,

Participated in following courses

- ✓ Organization Behavior
- ✓ HRM & Business Communication
- ✓ MS Office
- ✓ Corporate Finance & Cost Accounting
- ✓ Fundamental of Finance
- ✓ Marketing Management and Product space Management
- ✓ Product Life Cycle Management
- ✓ Strategic Management and Conflicts Management
- ✓ Business and Administration and Flexibility Management
- ✓ OMS, Organization Management System and Systematic work Approach Management
- ✓ Planning ,Development and Implementation Management and Work efficiency, rotation Management

Employment Records:

Employer: Royal International plastic Manufacturer industry (Gadoon & Dargai Malakand Pakistan) Deals In Import -, Pvc pipe, Shopping Bags,,DPC Rolls,Sheets,HD Rolls, injection Molding ,Polythene Bags &Transportation

Duration: Current job (January 2011 to still.....)

Position holds: **GM Operations & Administration & Marketing “**

Job Description: Company Head Office in MARDAN

As a GM I work on the following sectors

- ✓ **Coordination and Supervision** - Coordinate, Manage and Monitor the workings of various departments in the organization.
- ✓ **Marketing R&D, Sales, Recovery and Customer Service** – Creates opportunities, Manage customer support. Research plan and support sales and marketing activities design recovery process, make business plan and implement, make marketing and advertising materials, choose perfect channels for adviselements according to company, product and customers need, increase the list of distributes, deals all type of customers (Cash ,Cridet,dead Slow). And Reconcile All Customer Ledgers with Customer & Compony and with Bank Statements .
- ✓ **Banking Service;** Arrangements of Funds for LC(Letter of Credit), Telegraphic transfer, demand drafts, avail LC limits .corresponding with all banks to ensure of all cheques & Cash payments. Reconcile all bank statements with party ledger balances (Onlines,Cash & Cheques)at every month end .
- ✓ **Production** - Coordinate and monitor the work of various departments involved in production, branding, pricing packages. Monitor performance and implement improvements. Ensure quality of products. Manage quality and quantity of employee productivity. Provide practically support where necessary.
- ✓ **Best Practices** - Improve processes and policies in support of organizational goals. Formulate and implement departmental and organizational policies and procedures to maximize output. Monitor adherence to rules, regulations and procedures
- ✓ **Financial** - Review financial statements and data. Utilize financial data to improve profitability. Prepare and control operational budgets. Control inventory. Plan effective strategies for the financial wellbeing of the company.
- ✓ **Human Resources** - Plan the use of human resources. Organize recruitment and placement of required staff. Establish organizational structures. Delegate tasks and accountabilities. Establish work schedules. Supervise staff. Monitor and evaluate performance.
- ✓ **Communication** - Monitor, manage and improve the efficiency of support services such as , HR, Accounts and Finance. Facilitate coordination and communication between support functions.
- ✓ **Strategic Input** - Liaison with top management. Assist in the development of strategic plans for operational activity. Implement and manage operational plans in marketing Department.
- ✓ **Custom & EOBI Issue**—Dealing of all Custom department matters related to Factories

Other activities;- Judgment, decision making, information management, resource management, planning and organizing, problem analysis and problem solving,

Also hold 2nd position of Market at the same industry

Job Description:

Company Pakistan based

As Marketing Manager my major responsibilities started from business plan (growth) and end on recovery process (profit)

- ✓ Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change related with market.
- ✓ Monitor competitor activities and devise effective counter measures
- ✓ Supervision of Sale & Recovery process .And give targets to Sale team to achive required sale through strong marketing management
- ✓ Branch administration, distribution, channel management in multi-channel environment,
- ✓ Dealer and distributor management, local marketing activities
- ✓ Directly responsible to deliver sales growth as per the organization's objectives
- ✓ Handling a team of more than 70 responsible for the effective functioning of Factory/ Sub offices ,Head office
- ✓ Provide the planning and leadership to the filed Team by ensuring that the appropriate structures, systems, competencies and values are developed in order to meet and exceed the goals of the sales Department.
- ✓ Assume overall responsibility for developing the annual plan for the sales team; for strategic planning; research programmers'; field force activities,
- ✓ Establish a system of reports and communications for all information from the sales team, and communicate feedback.
- ✓ Participate in events and present the company on high level of professional standards.
- ✓ Organize and direct marketing and strategy meetings on a regular basis whereby the strategy and promotion programmers are reviewed.
- ✓ Report on marketing committee and strategy group activities
- ✓ Responsible for performance appraisal of sales team, training team.
- ✓ Discourse the overall planning with Managing Directors in

- ✓ Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures. \
- ✓ Annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
- ✓ Centre start-up cycle, from, location finalization, infrastructure readiness as per organization SOP (Standard Operating Procedure), manpower recruitment, training on product and sales process, strategizing and budgeting sales
- ✓ Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- ✓ Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
- ✓ Ensuring proper documentation of all records
- ✓ Increase the number of distributors.

References;; Will be furnished on demand