**WMati ur Rehman**

**Address:** 51-C Punjab Cooperative Housing Society , Lahore.

**Contact:** **Cell:** 0334-6066336.

**Email(s):** mati6066336@gmail.com

**OBJECTIVE:** To work in a responsible role for an organization that allows applications of skills acquired through work experience and knowledge gained through education, with the opportunity for professional growth.

**PROFESSIONAL CAREER SUMMARY:**

**Professional Certification: M.B.A. Marketing (2011-2014)**

 ***University of Engineering Technology, Lahore****.****(IB&M)***

**Organization Duration**

 **Falcon Steel Mills Sep, 2019-to-Till**

 **KK Power International Pvt Limited. June, 2017-to-Aug, 2019.**

 **UNHCR 29th July,2012 to 30 Nov, 2013.**

***PROFESSIONAL EXPERIENCE***

**Oraganization Falcon Steel Mills**

**Designation : Assistant Manager Sales and Marketing**

**Location : Lahore**

**Report To : Head of Sales**

**Job Description:**

* Development of Sales through dealer Network in the area of Lahore in segment of 60 Bars and Steel Billets.
* Meeting Targets (Sales & Payments Collection) and ensuring KPI’s and set Standards through daily monitoring and market visits.
* Focusing and impacting in smooth Dealer’s Primary & Secondary Sales distribution, pricing strategies in the market & developing new market for future Growth.
* Planning & Executing SKU wise and segment wise sales of company products at Dealers (both Primary & Secondary Sales), ensuring high market share. Ensuring new Products and Designs availability at Dealers.
* Following up on leads for prospective clients.
* Customer retention and relationship management.
* Handling new clients leads on a daily basis.
* Perform market research surveys on customers’ needs and requirements.
* Provide support to the sales team, ensuring all sales and service objectives are met.
* Retained existing clients
* Focus on Effectiveness and Efficient Services
* Daily Visits to Clients.
* Order booking.

**Organization KK POWER INTERNATIONAL PVT LIMITED.**

**Designation : Business Development Executive.**

**Location : Phase 4 DHA Lahore.**

**Report to : Country Sales Manager.**

**Job Description:**

* I have responsible sales and Marketing in huge range of cleaning equipments which specifically use in industries.
* B2B & B2C Contract Management & Services.
* To identify new business opportunities and attain sales oriented targets in B2B Sector in the product range of Karcher Professional like Industrial High Pressure Washer and Vacuum Cleaners, Scrubber Driers, Road Sweeper in commercial range.

**Organization United Nation Higher Commission For Refugees**

**Designation : Assistant Repatriation officer.**

**Location :** **Lahore, Pakistan.**

**Report To :** **Commissioner Afghan Refuges.**

**Job Description:**

* Assist all Repatriation operations and coordinate with UNHCR Delegates.
* Responsible for protocol of UN Representative.
* Keep employees Attendance record.
* Assist Procurement process within U.N agencies in Pakistan for repatriation of refugees in Pakistan.
* Ensure Compliance in any order by the authority.

**INTERNSHIP:**

 **National Bank of Pakistan, Multan : May, 2009-to-June, 2009.**

**National Bank of Pakistan**

During internship in N.B.P I worked in different department.

* Account opening.
* Remittance.
* Deposit.
* Bills.
* Clearing section.
* Retail $ Consumer banking.
* Advance.
* Foreign Exchange.

PROFESSIONAL CERTIFICATION & ACADEMIC EDUCATION

**Sr. Certification/Degree Institute/University Specialization**

**1**. **M.B.A.Marketing (2011-2014) University of Engineering Technology, Lahore Marketing**

**2. B.S.Economices (Hon’s) (2007-2011) B.Z University. Multan Economic**

**3. F.S.C (2005-2007) Govt Bosan Road College, Multan General Science**

**4. Matriculation (2003-2005) Zakariya Public School**, **Multan Science**

**Major Project.**

* Strategy Formulation in **Crescent Bahuman Pvt. Limited.**
* Entrepreneurial Orientation Audit in **Ministry of SAFRON.**
* Project completed **E- Waste Management.**
* Impact of Afghan Refugees on Pakistan Manforce

**Strengths/Skills**

1. Marketing and Brand Activation Skills.
2. General Computer Skills: **Ms Word & power point, Windows, and Excel.**
3. Communication Skills: Written / Spoken **English, Urdu and Punjabi fluently.**
4. Reading Skills.

**Hobbies and Interests:**

Regular reading of newspapers and books, Interest in current affairs, International relations, Television programs, sports and music

**REFERENCES**

* **Will be provided on demand**