



# Muhammad Usama Tahir

## HEAD OF SALES & MARKETING

Hardworking and passionate gentleman, who likes to communicate with people, develop public relations and implement progressive strategies for the growth of the business.

usamatahir9090@gmail.com

03062105545

HOUSE # A-564 BLOCK "N" NorthNaziabad, Karachi,  
Pakistan

April 21, 1988

## EDUCATION

### MBA (administration)

Kasbit

### MS Mass Communication

Allama Iqbal Open University

### BBA (Sales & Marketing)

Virtual University of Pakistan

### BS Mass Communication

Allama Iqbal Open University

## WORK EXPERIENCE

### HEAD OF SALES

#### UNION STEEL INDUSTRIES

KARACHI

2022 to present

2nd largest steel manufacturing company of Pakistan

Achievements/Tasks

- Developing sales strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands.
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding.
- Meeting with clients and working with colleagues across multiple departments (such as sales, marketing assistants, marketing managers and chief marketing officers).
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Preparing and managing marketing plans and budgets.
- Dealing with distributors, dealers, retailers, traders and corporate clients.
- Identifying target markets and developing strategies to communicate with them.
- Formulate direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.

## SKILLS

Public Relations

Sales Management

Strategic planning

Communication

Leadership

Team Management

Time Management

## COURSES & CERTIFICATES

Sales & Marketing Management Skills (2020)

Persuasive Marketing (IBA) (2016)

Sales Management (Hubsot) (2020)

Diploma in Real Estate Marketing (2015)

GP3 Course (Pakistan Marine Academy) (2007)

Marketing Skill Builder Level 1 & 2 (2010)

MS Office and CIT (Master Mind Institute)

## LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

## INTERESTS

News

Branding

Public Dealing

Sports



# Muhammad Usama Tahir

## HEAD OF SALES & MARKETING

Hardworking and passionate gentleman, who likes to communicate with people, develop public relations and implement progressive strategies for the growth of the business.

usamatahir9090@gmail.com

03062105545

HOUSE # A-564 BLOCK "N" NorthNaziabad, Karachi,  
Pakistan

April 21, 1988

## EDUCATION

### MBA (Sales & Marketing)

Kasbit

## WORK EXPERIENCE

### Regional Sales Manager (RSM)

#### Agha Steel Industries Public Limited

Karachi

2018 to 2022

**2nd largest steel manufacturing company of Pakistan**

#### Achievements/Tasks

- Creating different plans for promoting business and implementing company strategy
  - Meeting with potential clients and customers, engaging with them on different aspects of the project and carrying out multiple sales activities.
  - Supervising advertising, product design and other forms of marketing to maintain consistency in branding.
  - Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and chief marketing officers).
  - Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
  - Preparing and managing marketing plans and budgets.
  - Identifying target markets and developing strategies to communicate with them.
- Develop pricing strategies, balancing firm objectives and customer satisfaction

### Sales Manager

#### Gunj Glass Pvt Ltd

2016 - 2018,

Karachi

**Pioneer of glass manufacturing industry**

#### Achievements/Tasks

- Conducting consumer market research & identifying how brand is currently positioned in the market.
- Develop & execute marketing campaigns aimed at communicating our brand message.
- Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and chief marketing officers).
- Identifying target markets and developing strategies to communicate with them.
- Dealing with corporate clients to increase sales, providing customer satisfaction and meeting client requirements.
- Maintaining daily activity reports and weekly presentations, sharing sales progress with management and motivating team members.

## SKILLS

Public Relations

Sales Management

Strategic planning

Communication

Leadership

Team Management

Time Management

## COURSES & CERTIFICATES

Sales & Marketing Management Skills (2020)

Persuasive Marketing (IBA) (2016)

Sales Management (Hubspot) (2020)

Diploma in Real Estate Marketing (2015)

GP3 Course (Pakistan Marine Academy) (2007)

Marketing Skill Builder Level 1 & 2 (2010)

MS Office and CIT (Master Mind Institute)

## LANGUAGES

English

Full Professional Proficiency

Punjabi

Professional Working Proficiency

Urdu

Full Professional Proficiency

Sindhi

Professional Working Proficiency

## INTERESTS

Current Aff airs

Travelling

Public Dealing

Sports



# Muhammad Usama Tahir

## HEAD OF SALES & MARKETING

Hardworking and passionate gentleman, who likes to communicate with people, develop public relations and implement progressive strategies for the growth of the business.

usamatahir9090@gmail.com

03062105545

HOUSE # A-564 BLOCK "N" NorthNaziabad, Karachi,  
Pakistan

April 21, 1988

## WORK EXPERIENCE

### Senior Sales & Marketing Manager

Noble Group

2013 - 2016,  
Subsidiary Company of House of  
Habib

Karachi

#### Achievements/Tasks

- Conducting consumer and market research.
- Identification of the current position of the brand in the market.
- Designing a comprehensive research-based brand strategy.
- Development and execution of the marketing campaigns, aimed at communicating our brand message.
- Communicate our brand personality internally and align company around foundational ideas.
- Lead marketing team members through campaigns.
- Measure and report on success of marketing campaigns.
- Anticipate consumer trends and keep brand up to date.
- Sales corporate clients and general clients.
- Deals with corporate clients.
- Develop a business for company and develop a marketing strategy.
- Monitoring and analyzing the market trends.
- Direct the hiring, training and performance evaluations of the marketing and sales staff and oversee their daily activities.

### Assistant Sales & Marketing Manager Rehman Marketing Builders & Developers

2010 - 2013  
Reputable Marketing and Development Company

Karachi

#### Achievements/Tasks

- Performing sales to corporate and general clients.
- Providing services of the customers.
- Deals with the corporate clients.
- Development of business plan for the company.
- Monitoring and analyzing the market trends.
- Development of business and marketing strategies for the company.
- Supporting and managing the marketing team.
- Identification of target markets and developing strategies to communicate with them.
- Maintaining daily activity reports.

## SKILLS

Public Relations

Sales Management

Strategic planning

Communication

Leadership

Team Management

Time Management

### Senior Marketing Officer Essa Cement Ltd.

2008 - 2010  
Leading cement manufacturing company of Pakistan

#### Achievements/Tasks

- Providing marketing services to customers.
- Sales to corporate and general clients.
- Dealing with corporate clients.
- Development of business and marketing strategies for the company.
- Monitoring and analyzing market trends.
- Leading and planning marketing campaigns.