Safiullah

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# EDUCATION

**Islamia College University Peshawar**

MSc (Economics) Management Sciences, Minor in Education, CGPA: 3.4 ***2012 – 2014***

***Relevant Courses:*** *Project Management, Strategic Business Management, Decision Analysis, Data Science for Decision Making, Data Driven Marketing, Probability and Statistics, Introduction to Policy Analysis*

# PROFESSIONAL EXPERIENCES

**KIA MOTORS KHYBER –** *Assistant Manager Sales* ***Jul 2024 – Present***

* Led the KIA Vehcles Professionals Roadshow,Attending Walk-in Customers, planning and managing execution.
* Increased Sales **20%** by developing creatives for KIA MOTORS campaigns, in collaboration with production teams.
* Improved **brand consistency** and boosted **social media interactions** by **30%** through creating and executing content calendars.

**Toyota Frontier Motors** – *Corporate Sales and Marketing Executive March* ***2017 – March 2024***

* + Attended Walk-in Customer Greet and Welcome.
  + Improved brand credibility by establishing **strategic partnership** with Banks, strengthening industry relevance and reputation.
  + Achieved a **70% increase** in social media engagement by researching campaigns to enhance stakeholder engagement.
  + Increased efficiency by **50%** through development of an annual marketing displays and streamlining operations.

**Shenztech Pvt Ltd –** *Ebay & Amazon* ***Mar 2014 – Sept 2017***

* + As an International Sales and Marketing I Worked on Ebay and Amazon
  + Achieved an **85% client satisfaction** rating across all Shops by facilitating regular meetings and progress reports.
  + Improved delivery time for customers at their doorstep.
  + Get in touched with Purchasing team at china and with our Warehouse in Manchester UK.

**Golden Gate Public School –** *Administration and HR* ***Aug 2012 – Jun 2014***

* Payroll preparation records and leave applications.
* Updating employee records and updating attendance

# RESEARCH AND PROJECTS

* **Strategic Analysis of Vehicle Purchase Behavior in Pakistan:** Identified a 47% positive correlation between price and vehicle features using SPSS analysis.
* **The Effect of Inflation on Poverty.**

# HONOURS AND AWARDS

* Best Position and Silver Middle in Islamia Colleg Peshawar in Convocation in completing Master Degree.
* Sales Excellency Award & Tablet Wining in TDSP (Toyota Dealer Success Program)

# SKILLS AND INTERESTS

**Skills: Booking and Management Software**  (Ifish, CRM), Data Analysis , Excel, Microsoft Office .

**Interests:** Community Service, Reading, Food Blogging, Communication, Sports and Forex.