**Shafqat Ayaz Khan**

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**Career Objective**



Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.

**Education:**

MBA Marketing Superior College Lahore 2019

Bachelor in arts Punjab University- Lahore, Pakistan

**Professional Experience:**

**Territorial Head Sales Sargodha Region**

**From August 2022 till now**

**Maple leaf cement Factory Limited.**

* Products: White Cement, Wall Coat and Wall putty.
* To establish and achieve sales objectives by formulating and implementing sales plan for area/region in support of national objectives.
* Training and development of sales team.
* To maintain and expand customer base by counselling area sales representatives, building and maintaining rapport with key customers, identifying new customer
* Sells products by maintaining and expanding customer base and managing staff.
* Accomplishes regional sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees in assigned districts.
* Communicates job expectations by planning, monitoring, appraising, and reviewing job contributions, and employee enforcing policies and procedures.
* Plans and reviews compensation strategies.
* Achieves regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews.
* Prepares and completes action plans and implements production, productivity, quality, and customer-service standards.
* Resolves problems, completes audits, identifies trends, determines regional sales system improvements, and implements change when necessary.
* Meets regional sales objectives by forecasting requirements, preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
* Establishes sales objectives by creating a sales plan and quota for districts in support of national objectives.
* Maintains and expands customer base by counseling district sales representatives, building and maintaining rapport with key customers, and identifying new customer opportunities.
* Recommends product lines by identifying new product opportunities or product, packaging, and service changes, surveying consumer needs and trends, and tracking competitors.

**Head of B2C**

**May 2021 to July 2022**

**Maple leaf cement Factory**

**Lahore**

* Managing the budget for advertising and promotional items
* Competitor and customer insights analysis
* Analysis of sales forecasts and relevant financials and reporting on product sales
* Team Buildup and training for B2C marketing.
* Team planning for B2C sampling and conversion.
* Network categorization, area allocation, targets assigning.
* Leads generation, planning, follow up to confirm conversion.
* Lead business-to-Consumer marketing (B2C) communications to reach application targets.
* Drive all B2C marketing activities, in collaboration with the Business Development Team.
* Organize events and exhibitions at industry events.
* Regularly review collateral so that it is kept up-to-date and relevant for audience.
* Work with Website and Digital Marketing Manager to develop engaging content for specific website pages.
* Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
* Planning and execution of all communications and media actions on all channels, including online and social media
* Assisting with product development, pricing and new product launches as well as developing new business opportunities
* Creating and managing promotional collateral to establish and maintain product branding

**Head of Transporters Marketing**

* Develop and deliver brand and lead generation opportunities via a range of marketing channels, including events, digital and PR.
* Development of the web and social media presence for the Transport sector, and key spokespeople within the team.
* Manage the development of sector specific content – across a range of media, including PR, Web, Social and research-based reports, articles and blogs.
* Maintain up-to-date knowledge on Transport trends, issues and market insights.
* Track, measure and analyze all Transport marketing activity to identify areas for uplift and improvement.

**Executive Sales and Marketing**

**January 2016 till April 2021**

**Master Tiles and Ceramics Industry LTD**

**Lahore Region**

* Plan, organize, and implement market survey to obtain data that provides insight to market trends and consumer requirements

Provide customers quotations for new deals

* Represent organization at trade exhibitions, events and demonstrations. Like ATL campaigns.
* Ensure effective distribution of marketing materials.
* Record sales and send copies to the sales office.
* Monitor progress of promotional activities of ATL, BTL and TTL campaigns and record findings.
* Develop effective marketing communication programs with branding and positioning of product.
* Act as a liaison between dealer, factory and Head office.
* Monitor marketing campaigns to ensure appropriate execution by ensuring company marketing policy.
* Identify new markets and business opportunities.
* Monitor dealers’ activities and ensure dealer’s sales, recoveries and dispatchers.
* Monitor competitive activity and evaluate marketing campaigns.
* Carry out customer surveys to understand demand and manage brand positioning
* Generate and identify business opportunities.

**Sales and Marketing Manager.**

**September 2013 till December 2015,**

**Findhome.pk**

**Bahria Town Lahore**

* Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
* Determine clients’ needs and financials abilities to propose solutions that suit them.
* Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing
* Promote sales through advertisements, open houses and listing services.
* For BTL marketing send emails and messages.
* Printing of ads in newspapers for ATL marketing.
* Printing of letter heads, dairies, pamphlets, and calendars.
* Posting of adds at Zameen.com, facebook, whatsapp groups and different other portals.
* Perform comparative market analysis to estimate properties’ value.
* Display and market real property to possible buyers.
* Prepare necessary paperwork (contracts, leases, deeds, closing statements etc.).
* Manage property auctions or exchanges.
* Maintain and update online listings of available properties on different web portals.
* Develop networks and cooperate with attorneys, mortgage lenders and contractors.

##### **Financial Services Support Officer**

**August 2011 till September 2013**

**Telenor Pakistan**

* Plan and maximize brand visibility in the region through a structured trade marketing plan for the dealers and entire region.
* Run ALT and BTL campaigns to promote Easypaisa products by sending massages.
* Promotional activities on franchises, services centers and in different events.
* To design GSM features in.
* Work closely with relevant stakeholders in sales planning and the regional sales team for product rollouts (GSM, Financial Services and Internet & Devices).
* Identify means to maximize the effectiveness of product rollouts.
* Work with the relevant regional dealers and team members for enhancing capability, advocacy and product penetration at retail.
* Arrange regional events, meetings with dealers, trade shows and other related trade marketing activities at the regional level.
* Ensure proper communication of products and offers across the dealer’s channel.
* Gather market intelligence by tracking activities of competitors.

**Customer Service Representative**

**September 2009 till August 2011**

**Telenor Pakistan**

* Generate sales lead Identify and assess customers` needs to achieve satisfaction
* Prepare product or service reports by collecting and analysing customer information.
* Manage large amounts of incoming calls
* Follow communication procedures, guidelines and policies
* Resolve customer complaints via phone, email, mail or social media