

# SHAH FAHAD KHAN

0334-3341780



Sales & Marketing Manger

shahfahadkhan2112@gmail.com



L-229, Sector 5A/4, north Karachi



## SUMMARY

Results-oriented Sales and Marketing Manager with 7+ years of experience driving growth and market penetration across diverse industries. Skilled in developing and executing effective sales strategies, managing digital marketing campaigns, and building strong client relationships.

## EDUCATION

### MBA \_ University Of Karachi

Master's Degree in Business Administration-  
Marketing  
2020-2023

### MA-Eco\_ University of Karachi

Master in Economics Regular  
2018 - 2020

## SKILLS

- Market Research
- Sales Strategy Development
- Client Relationship Management
- Digital Marketing
- Google Analytics
- Social Media Marketing
- Strategic Planning
- CRM Implementation
- Branding

## CERTIFICATIONS

- Google Digital Marketing & e-Commerce
- Sales Training For High Performance Teams- HubSpot Academy
- Marketing Strategies-IE Business School
- Prompt Engineering (ChatGPT)
- ChatGPT Advance Data Analysis
- Trustworthy Generative AI
- Generative AI for Leader-Vanderbit University

## PROFESSIONAL EXPERIENCE

### Sales & Marketing Manager

Pakistan Safety Glass | 2023 - Present

- Developed and implemented innovative sales strategies to drive business growth, focusing on trader sales, corporate sales, and project sales.
- Formulated and executed business and marketing strategies, aligning them with the company's objectives for sustained growth and market penetration.
- Spearheaded an email awareness campaign, significantly enhancing brand visibility and customer engagement.
- Managed digital marketing initiatives, coordinating with third-party agencies for effective online campaign execution and presence.
- Oversaw the creation and maintenance of key marketing documents and collateral, ensuring accurate and strategic communication of brand value.
- Implemented CRM activities, integrating customer relationship management practices into the business model to improve customer experience and loyalty.

### Assistan Sales & Marketing Manager- South Region

Lakhani Glass PVT Ltd | 2022 - 2023

- Managed key B2C accounts, collaborating with architects, builders, contractors, and fabricators.
- Conducted market research to identify selling opportunities and evaluate customer needs.
- Negotiated deals, handled objections, and achieved sales targets.
- Oversaw marketing teams and personnel.

### Sales Executive-South Region

Ghani Glass Ltd | 2021 - 2022

- Managed South Market glass processing industry relationships.
- Developed and implemented sales activities and plans.
- Analyzed sales metrics to assess strategy effectiveness.
- Built strong relationships with architects, builders, and developers.

## PERSONAL INFORMATION

Name: Shah Fahad  
Father Name: M. Arif Khan  
NIC # 42101-7761654-9  
Religion: Islam  
Marital Status: Married

## Other Relevant Experience

- The GC Groups | Co-Founder (Self-employed) | Jan. 2018 - May 2020: Software house and digital marketing agency
- The GC Groups | Founder (Self-employed) | Jan. 2016 - May 2020 Coaching Centre