



Syed Izaz Izaz Hussain

Deputy Manager Marketing (DM)

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Summary

Marketeer/Entrepreneur

my experiences are a fine blend of diverse roles business management and entrepreneurship owing to which I have attained valuable business maturity that gets the job done.

My specialties are direct and indirect sales, trade marketing, brand management, focused on customer retention and now general management. work on own initiative and as part of a team and proven leadership skills of managing, developing and motivating teams to achieve the required objectives. Having enthusiastic aptitude for hard working and result orientation, capable of achieving better by investing minimum supervision. Have knowledge about the modern day marketing, research techniques and management needs.

Skills

Strategic Sales | Sales Management | Sales Abilities

Experience

Jan 2019 - Present

Deputy Manager Marketing (DM)

Cherat Cement Company Ltd., Peshawar, Pakistan

Frequently visits each dealer in remote locations currently looking (**South Region**), Area Coverage **Kohat, Hungu, Karak, Bannu, Lakki Marwat, Tank, DI Khan**. Previously looked at (**North Region**), Area coverage: **Buner, Dir, Bajour, Swat, Malakand, Mardan**. -Market Research and Survey Identifying. -New Potential Markets and Customers Evaluation. -Appointments Check the availability of stock Rate, comparisons with other Brands Sales Ordering and Sales Programming. -Extensive Customer Coordination & Follow Up Customer. -Distributors Performance Analysis Achievement of Volume & Value-Wise Targets Preparation and Verification of Customer Claims and Formulating. -Create prices as per the market situation. -Design, implement and facilitate an effective marketing strategy catering to the needs of local vicinity.

Jul 2015 - Jan 2018

Senior Sales Officer (SSO)

Berger Paints Pakistan Limited, Mardan, Pakistan

Responsible for sale order from customers in their territory against sales target base. Responsible for monitoring the achievement of collection as per collection target set for individual sales person. Responsible for reduction in over dues in the category of over 90 days. No increase in our 180 days outstanding from previous June closing. Responsible for the expansion in customer base by developing new customers and market per month in the assign territory ultimately generating business from them. Responsible for timely feedback on competitor activities to immediate boss i.e. price increase, new product launch, sales and promotions schemes on territory bases. Responsible for sales team development. Responsible for the effective branding through project boards umbrella in his assign territory. Implementing EHS policy and procedure within department. Responsible to work out and insure accuracy in group product wise forecasting with minimum variation on territorial bases.

Feb 2013 - Jun 2015

Sales Officer (SO)

Berger Paints Pakistan Limtied, Peshawar, Pakistan

Responsible for sale order from customers in their territory against sales target base.
Responsible for monitoring the achievement of collection as per collection target set for individual sales person.

Responsible for reduction in over dues in the category of over 90 days.

No increase in our 180 days outstanding from previous June closing.

Responsible for the expansion in customer base by developing new customers and market per month in the assign territory ultimately generating business from them.

Responsible for timely feedback on competitor activities to immediate boss i. e price increase, new product lunch, sales and promotions schemes on territory bases.

Responsible for sales team development.

Responsible for the effective branding through project boards umbrella in his assign territory.

Implementing EHS policy and procedure within department.

Responsible to work out and insure accuracy in group product wise forecasting with minimum variation on territorial bases.

Dec 2010 - Jan 2013

Territory Manager (TM)

Herbion Pakistan (Pvt) Limited, Lower Dir, Pakistan

Sales target achieved through out tenure.Collection target achievement.Reduction in overheads and dues.Business development.Competitor strategy analysis and new product lunch.Transfer of product and system knowledge.Product banding KPI achieved.Sales order compare to FC on territorial bases achieved.

Education

2015

SZABIST Islamabad

M-Phill , Ms -DS

Marketing Economics,Marketing Management,Business Economics

CGPA: 3.3/4

2012

University of Malakand

MSc , BS (Hons) in Economics

Economics

2008

GPG college Mardan

Intermediate/A-Level , FSC

Bio. Chemistry. Physics. English

Percentage: 71%

2007

Trading Testing Borad Peshawer

Certification , 6 Months Diploma In Computer

Ms Office . Ms Window. Ms Excel. Ms Word. Ms Power Point .and Internat Etc

Percentage: 75%

2006

Seena Public School Katlang

Matriculation/O-Level , matric

Bio. Chemistry. Physics. Maths. English

Percentage: 72%

Projects

Decling Trend In Forgein Direct Investment In Pakistan

Fdi decling trend in Pakistan since 2009 To 2012

Languages

Punjabi
Intermediate

Urdu
Expert

Pashto
Expert

English
Expert