



MUHAMMAD WADAN KHAN KHATTAK

MARKETING PROFESSIONAL



CONTACT



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LANGUAGE

- English
- Urdu
- Pashto



OBJECTIVE

To accept a position in an organization that requires creativity, hard work and growth based on my personal experience, abilities and capabilities to provide effective and efficient services and become a successful and result oriented person, in order to be a long-term asset to an organization.



WORK EXPERIENCE



Assistant Account Manager Nayatel Pvt Ltd - Peshawar

2021 - Present

- Developed marketing strategies and launched marketing campaigns for targeted audiences.
- Business development through BTL marketing, direct marketing & cold outbound communication.
- Managed outdoor sales, customer relationship, follow ups and after-sales inquiries.



Marketing Intern Nayab's Rogue - Peshawar

2020

- Digital marketing planning for current and new products.
- New product development in coordination of sales force team.
- Monitoring of ongoing marketing activities.



Marketing Intern Nayatel Pvt Ltd - Peshawar

2019

- Added value by strategic marketing plan, conducted on-going marketing activities while liaising with external vendors for brochures, streamers, billboards and SMS burst.
- Conducted out-door kiosk activity in customer potential areas.



Program Intern Rural Empowerment & Institutional Development (NGO) - Peshawar

2018

- Data collection and data entry of refugee individuals.



SKILLS & EXPERTISE

- Digital Marketing (Ads Management)
- Freelance Writing
- DVC Direction
- ATL & BTL Marketing Strategy
- MS Office



ACHIEVEMENTS

- Interdepartmental Debate Position Holder - CUI 2017
- Sales Excellence Award - Nayatel 2021
- Best Ambassador Award - GIKI ISYS 2016



EDUCATION

- **Bachelor Of Business Administration (Marketing)**
COMSATS University Islamabad
2017 - 2021
- **F.sc Pre-Engineering**
Edwardes College Peshawar
2015 - 2017
- **Matric**
Peshawar Model School
2015



VOLUNTEER EXPERIENCE

- **Director Marketing** **2019 - 2020**
Hult Prize (On-Campus Event) - COMSATS University Islamabad
From planning to, creation/designing and implementing all the marketing activities of Hult Prize On-Campus including social media, on ground print media and class to class marketing, while keeping the campus director and designers in the loop for better results of the effort.
- **Lead Organizer** **2018**
Comsats Eat Festival - COMSATS University Islamabad
Team coordination, strong follow up with vendors for venue decoration, supervision of marketing activities both print media and social media. Managing all the sponsorship teams and meetings.



REFERENCE

Faizullah Gul

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