

Awais Shahid

Expertise: Sales & Marketing Executive

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Career Objects

As a sales and marketing professional, my career objective is to leverage my strong interpersonal skills, strategic thinking, and extensive industry knowledge to drive exceptional sales performance and create impactful marketing campaigns. I aim to utilize my expertise in building relationships, analyzing market trends, and implementing effective sales strategies to achieve revenue growth and maximize business success for the organization.

Professional Skills

- Public Relations
- Results Oriented Focus
- Comination Skills
- Analytical Skills
- Sales Growth
- Phone Etiquette
- Problem Solving
- Oral Communication
- Customer Relationship management
- Back and Front Office Operation
- Marketing Strategies & Campaigns
- Research Skills
- Customer Services
- Sales & Support
- Customer Satisfaction

Professional Work Experience

Ahmad Developers & Builders

Worked as **Sales & Marketing Executive July 2019 to December 2022**

- Developed and executed comprehensive sales and marketing strategies to drive business growth and achieve revenue targets.
- Conducted market research and analysis to identify target audiences, market trends, and competitors, resulting in the development of targeted marketing campaigns.
- Created and implemented effective sales funnels and lead generation strategies to increase customer acquisition and conversion rates.
- Enhanced brand visibility and generate qualified leads.

FPV Magic LLC Dubai UAE

Worked as **Sales & Marketing Manager May 2024 to Present**

- Built and maintained strong relationships with key clients and stakeholders, resulting in repeat business and referrals.
- Conducted sales presentations and product demonstrations to potential clients, showcasing the unique value proposition and benefits of products or services.
- Increased brand awareness by 20% through a combination of online and offline marketing efforts.
- Provided regular sales and marketing reports to senior management, highlighting key metrics, achievements, and recommendations for improvement.
- Achieved 15% increase in sales revenue compared to the previous year.

Academic Qualifications

<u>DISCIPLINE</u>	<u>University/Board</u>	<u>Dated</u>
Master of Business Administration (MBA Marketing)	Superior University Lahore	2016
Bachelor in Arts (BA)	University of the Punjab, Lahore	2011
Intermediate	BISE, Lahore	2009
Matriculation	BISE, Lahore	2007

Master of Business Administration Thesis & Projects

- **Thesis:** Impact of ATL Activities on Female buying behavior in Apparels Industry Pakistan.
- **Project:** Internationalization of Detecto Scales (Pvt) Limited.
- The Proposal for internationalization of Detecto Scales Pvt Limited Company.
- **Project:** Entrepreneurial Business Plan.
- Complete Business Plan for Theme Based Restaurant "Foodeez"
- **Project:** ERP Implementation Proposal For Model Steel.
- ERP SAP Implementation Planning for Model Steels.

Technical Skills

- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Enterprise Software
- WordPress
- Microsoft Windows
- Adobe After Effects
- Google Sheets
- Docs, Sheets, Slides, Gmail, Google Drive, Drop Box, Microsoft Teams and Slack.
- Online Database Software
- Computer Hardware
- Mac Operating System
- Microsoft Office 2025
- Adobe Photoshop
- Adobe Premier Pro
- Outlook
- Google workspace

Personal Information

		<u>Languages</u>	
Date of Birth:	08-09-1991	English	Fluent
Religion:	Islam/Muslim	Urdu	Native
Marital Status:	Single	Punjabi	Native
Nationality:	Pakistani	Hindi	Immediate

Driving License Dubai UAE – Issue Date 23-10-2024 Expiry 23-10-2026

References: Available upon request