

# MUHAMMAD HAROON UR REHMAN

## Marketing Executive

- 054-3480596
- iamharoon4422@gmail.com
- Al Barsha 1 Near Mall of Emirates Dubai

## SUMMARY

Marketing Executive with more than 4 years of experience in Sales & Marketing. Seeks Marketing Executive or Order Booker Position. Expertise B2B Marketing, Order Booking and Brand Management. Skilled in Digital Marketing, Project Management and Content Creation.



## EDUCATION

- Intermediate**  
Pujanb College Sheikhupura  
Pakistan 2017 - 2019
- Matriculation**  
Foji Foundation Model School  
Sheikhupura Pakistan/ 2004 -

## SKILLS

- Communication
- Project Management
- Digital Marketing
- Leadership
- Analytics
- Content Creation
- Sale
- Interpersonal Communication
- Leadership
- Data Analysis
- Collaboration
- Distribution
- Critical Thinking

## TRAINING / COURSES

- Brand Management
- B2B Marketing
- B2C Marketing
- Digital Marketing
- Office Management

## PERSONAL INFO:

**Nationality :** Pakistani  
**Gender :** Male  
**Marital Status :** Married  
**Date of Birth :** 03/01/2001  
**Visa Status :** Visit Visa  
**Passport # :** RK9150322

## EXPERIENCE

### Marketing Executive Pure Foods Company Pvt. Ltd

Sep-2019 to Jul-2023 Lahore Sheikhupura Rd, Sheikhupura

- Marketing Strategy Development:** Collaborate with the marketing team and other stakeholders to create comprehensive marketing strategies aligned with the company's goals and objectives.
- Campaign Planning and Execution:** Design and implement marketing campaigns across different channels, such as digital, social media, email, print, and events, to reach target audiences effectively.
- Market Research:** Conduct market research and analysis to identify customer needs, preferences, and trends, and use this information to inform marketing strategies and product development.
- Brand Management:** Manage the company's brand identity and ensure brand consistency across all marketing materials and channels.
- Content Creation:** Develop compelling and engaging marketing content, including blog posts, social media posts, videos, info graphics, and other promotional materials.
- Digital Marketing:** Oversee digital marketing efforts, including SEO, SEM, social media marketing, email marketing, and online advertising to increase online visibility and drive website traffic.
- Advertising and Promotion:** Plan and execute advertising campaigns to raise brand awareness and drive customer acquisition.
- Market Segmentation:** Identify and target specific market segments to tailor marketing messages and optimize campaign effectiveness.
- Budget Management:** Manage marketing budgets efficiently and allocate resources effectively to achieve the best possible return on investment (ROI).
- Performance Analysis:** Analyze marketing campaign performance, track key performance indicators (KPIs), and use data-driven insights to make data-backed decisions and continuously improve marketing strategies.
- Relationship Building:** Cultivate and maintain relationships with media outlets, advertising agencies, vendors, and partners to support marketing initiatives.
- Event Management:** Organize and participate in events, conferences, and exhibitions to promote the company and its products or services.
- Market Intelligence:** Stay updated with industry trends, competitor activities, and emerging marketing technologies to remain competitive and innovative in marketing strategies.
- Team Leadership:** If applicable, lead and mentor a team of marketing professionals, providing guidance and support to ensure successful execution of marketing plans.