# MUHAMMAD HAROON UR REHMAN

#### **Marketing Executive**

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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:**

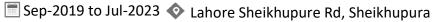
Nationality: Pakistani

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



- 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.