

MUHAMMAD TALHA CHISHTI

MBA (Marketing), MSc (Digital Marketing)

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“15 years of corporate experiences in Business Development, Client Services, Event Management, BTL / Brand Activation, Marketing, Sales, HoReCa Sales, Category Management, E-Commerce & BPR.”

Experience Details

United Marine Agencies (Pvt) Ltd / GAC Pakistan

Deputy Manager QA, HSSE, BPR

Aug'19 – Aug'23

- Designing Sales, Marketing & Customer Services KPI's.
- Evaluating Sales, Marketing & Customer Services performance against KPI's.
- Preparing Sales & Marketing Presentations for Customers & Principals.
- Designing Group Wide SOPs & managed ISO Certifications for Group.
- Conducting Internal & Managing External Quality Audits.
- Managing Group Wide GDPR, ESG, GAC Master Feedback Forms & Analysis, Customer Feedback Forms & Analysis, Business Continuity Plans & GAC Supplier Vetting System.

Goto.com.pk - (E-Commerce Company)

Category Manager (Vendor Management)

Assistant Category Manager / Buyer

July'18 – March'19

June'17 – June'18

- Category Management through brands / products inductions on the website.
- Managing products assortment for assigned categories of Perfumes & Fragrances, Cosmetics, Leather Goods & Footwear & Sports, Health & Fitness.
- Forecasting & managing sales.
- Managing business partners / Key Accounts / Vendors.
- Achieved **100%** targets for straight 14 months.

TCS E-Com (Pvt) Ltd - (E-Commerce Company)

Assistant Category Manager

March'16 – June'17

- Category management through Brands / Products inductions on the website.
- Managed product assortment for assigned categories of Perfumes & Fragrances, Watches, Leather Goods & Sports, Health & Fitness.
- Completed 100% sales.
- Managed Business Partners / Key Accounts / Vendors.
- Successfully delivered the Events of Mother's Day, Ramadan & Eid for Sentiments Express (*TCS E-Com On-Line Gifting Brand*).
- Successfully delivered the Event of Google On-Line Shopping Festival for Yayvo.com (*TCS E-Com On-Line Shopping Brand*).

The Marketing Factory (Pvt) Ltd - (Marketing Agency)

Manager Strategy, Planning & Client Services

January'15 – February'16

- Business Development, Client Services & B2B Sales of Company Services, including BTL / Brand Activation / Corporate & Social Events, Digital Marketing, Creative Designing & ATL & OOH Campaigns.
- Designing creative & thematic marketing plans for Clients for their BTL / Brand Activation Campaigns & Events, Sales Promotions, Customer Experience & Corporate Events for their Products / Services.

- Operational Planning & Costing.
- Ensuring KPI's are met & ROI / Targets are achieved for Campaigns against the agreed Forecasts.
- Maximising Profitability through effectively achieving Annual Targets in terms of Monthly Sales Targets & Campaigns Targets.
- Successfully delivered the BTL Campaigns / Events for **Zong (China Mobile), Day Fresh Milk, Abbott Nutrition's & MOL.**
- Successfully delivered executions on Channels of Malls, Modern Trade & GT, Road Shows & Events.

Philip Morris International- (*Tobacco manufacturer with brands like Marlboro, Parliament*)
Consumer Engagement Executive / Field Representative **February'13 – January'14**

- Identifying potential HoReCa in assigned Areas & converting them into Monopolistic Point of Sales (POS).
- Managing these HoReCa as Key Accounts & managing primary & secondary Sales.
- Deploying Product Stocks & POS Materials at these outlets, having Products Planograms maintained on installed Product Dispensers & timely circulation / communication New POSM Materials & Product Communications at HoReCa's Channels.
- Ensuring Sales KPI's are met & ROI / Targets are achieved for Campaigns against the agreed Forecasts.
- Maximising Profitability through effectively achieving Annual Targets in terms of Monthly Sales Targets & Campaigns Targets.
- Designing & executing creative & thematic BTL / Brand Activation Campaigns & Events, Sales Promotions and Customer Experience & Corporate Events for all PMPKL Products.

Bulls Eye Communications (Pvt) Ltd - (*Marketing agency*)

Manager Brand Activation & Activation Planning
Assistant Manager Brand Activation

January'12 – January'13
April'11 – December'11

- Business Development, Client Services & B2B Sales of Company Services, including BTL / Brand Activation / Corporate & Social Events & OOH Campaigns.
- Designing creative & thematic marketing plans for Clients for their BTL / Brand Activation Campaigns & Events, Sales Promotions, Customer Experience & Corporate Events for their Products / Services.
- Operational Planning & Costing.
- Ensuring KPI's are met & ROI / Targets are achieved for Campaigns against the agreed Forecasts.
- Successfully planned & executed BTL Campaigns / Events for **Unilever, GSK, Abbott, Engro, Zong (China Mobile), Mobilink, Telenor, Ufone, Nestle, SCB, HBL & Hosen Foods Ltd.**
- Successfully delivered executions on Channels of **Malls, Modern Trade & General Trade, Road Shows & Events.**

Empact Activation Services (Pvt) Ltd

Assistant Manager Brand Activation

May'10 – April'11

- Ensuring On ground Operations are delivered as per the Brands & Clients requirements & meets Execution Quality Standards.
- Ensuring KPI's are met & ROI / Targets are achieved for Campaigns against the agreed Forecasts.
- Successfully executed the BTL Campaigns / Events for **Unilever Brands** including **Clear Shampoo, Knorr Noodles, Knorr Soups, Walls, Rin Washing Powder, Surf Excel, Lipton Yellow Label & Lipton Green Tea.**

Other Roles:

Pizza Hut Pakistan – Franchise- MCR (Pvt) Ltd

Accounts Assistant

July'08 – November'09

IBM Pakistan

Intern

February'08 – March'08

Education Summary

- **Middlesex University, Dubai Campus** MSc Digital Marketing & Analytics (Part-time / Evening)- *In Progress*
- **Iqra University, Karachi, Pakistan** MBA (Marketing) July'17 – Dec'20
- **University Of Karachi** B. Com Jan'06 – Dec'08

Certifications

- **Graphic Designing** 2022
- **Digital Marketing** 2022
- **General Data Protection Regulation** 2020

Honors & Achievements

- **Academic Scholarship** Middlesex University, Dubai 2023
- **ABCD Award** Philip Morris International 2013
- **Merit Certificate** Unilever Pakistan 2011

IT & Software Knowledge

- **Microsoft BI** Level: Intermediate
- **Microsoft Office** Level: Professional
- **SAP** Level: Professional
- **Oracle** Level: Professional
- **Google & Internet** Level: Professional

Languages

- **English** Level: Fluent
- **Urdu** Level: Native
- **Arabic** Level: Intermediate

Personal Details

- **Nationality** Pakistani
- **DOB** Sep 1984
- **Marital Status** Married

References

- Shall be furnished upon request.