








FAWAZ AHMED USMAN

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SKILLS

- Brand Building
- Promotional planning
- Market analysis
- Prospecting
- Marketing planning
- Lead generation strategies
- Customer service
- Market gap analysis
- Primary research
- Customer demographics understanding
- Sales strategy familiarity
- Market research
- Solution Seeker
- Team Player
- Brand analysis

PROFESSIONAL SUMMARY

Highly motivated and results driven Marketing professional and Presales consultant with extensive experience in market planning, business strategy development and marketing plan creation. Adept at analyzing market trends to drive growth and increase the market share. Committed to delivering outstanding results through data driven decision making and innovative thinking.

WORK HISTORY

Marketing and Program Coordinator 07/2022 - 11/2022

Life Pharmacy - Dubai, UAE

- Developed and executed marketing strategies for advertising, campaigns and promotional events.
- Identified new market opportunities and communicated the company's marketing message.
- Designed engaging marketing campaigns theme to promote new products and promotions.
- Managed social media campaigns and other marketing channels.
- Conducted market research and analysis to evaluate trends, brand awareness and competition.
- Worked with the strategy and financial teams to conduct various analysis.
- Assessed the organization landscape and tracked key market trends and developments.
- Evaluated and implemented various sales strategies for the retail team.

Associate Presales (Marketing and Research) 06/2021 - 06/2022

Zinnov Management Consulting - Bangalore, India

Leading market entry strategy and growth, responsible for deep-dive analysis, assisted Partners/Directors during business development.

- Worked with senior leadership to develop the vision and scope for the Japanese market roadmap and APAC region.
- Successfully expand the footprint of the organization by 2 folds in the Japanese market and APAC region.

PASSPORT DETAILS

Passport No: Z2790525

Date of Issue: 22/01/2014

Date of Expiry: 21/01/2024

EDUCATION

MBA: Marketing & Finance, 2019

CMS Business School - Jain

University - Bengaluru, India

Bachelor of Commerce (B.com), 2017

Dr. NSAM First Grade College,

Mangalore University - India

Pre University, 2014

Milagres Pre- University College -

India

AWARDS & ACHIEVEMENTS

- Recognition in Zinnov for onboarding startups for centre setup in India.
- Recognition in Zinnov for multiple center setup in India.
- Marketing analytics certification.
- Secured second place in Mad Ads in national level inter-collegiate fest.
- Runners in Mangalore University football match.
- Won overall championship in fest conducted by All college association.

LANGUAGES

English, Hindi, Urdu and Kannada.

- Raised marketing and sales productivity through better analysis and marketing campaign.
- Conducting market research by analyzing industry trends & drivers, tracking business updates to identify new ideas for growth and advising organizations on the basis of research.
- Executed brand development and PR in the Japanese and APAC region and hosted various events and conferences along with the marketing team.
- Leading the Presales team, executing different strategies like trend Analysis, market analysis & competitor analysis to understand & access under-served gaps in the market; keeping track of the business requirements through data mining.
- Identifying new business solutions, areas & support specific to market segments basis market innovation news & maintaining regular updates on the same.
- Preparing materials like capability presentations, business intelligence reports, strategic presentations.

Pre-sales Executive (Marketing and Research) - 08/2019 - 06/2021

Zinnov Management Consulting - Bangalore, India

- Engaged in deep-dive research on the Japanese market and Japanese clients.
- Engaged in entry-level market strategy for the firm.
- Assessing/analysing the start-ups of the APAC region for the centre setup, market entry strategy for India.
- Managing RFI/ RFP by addressing customer requirements, assessing their met/unmet needs & recommending solutions to resolve issues, thus optimizing value for both customer and the organization.
- Analyzing the various financial reports of the clients.
- Built the database for the Japanese market.
- Coordinated with sales team for the support of India GIC's.
- Initiated social media marketing.

Internship- Academic Consultant

05/2019 - 07/2019

Toppr Technologies - Bangalore, India

Role was to help in the business growth strategy for the tier city and to bring out the effectiveness of the e-learning platform.

Internship- Market Research

05/2018 - 07/2018

Blackfrog Technologies - Manipal, India

Role was to provide a detail study on the portable vaccine carrier and in the operations.