### Curriculum Vitae

## PERSONAL INFORMATION

# حافظ محمد عثمان | Hafiz Muhammad Usman



Hor Al Anz, Dubai. United Arab Emirates

+971 055 7563460

usman.javaid@msn.com

https://www.linkedin.com/in/ujmughal/

Career Level Professional Nationality Pakistani Visa Status Visit Visa

PREFERRED JOB

Trade & Shopper Marketing | Sales & Key Account Management

WORK EXPERIENCE

Oct 2022 - Current

# Key Account Executive - Modern Trade

Mezan Beverages Pvt Ltd

A/22, S.I.T.E, Mauripur Road, Shershah Road, Karachi

Key Achievements:

- Managing the existing key Accounts (Carrefour, Metro Store, Imtiaz Super Market, Utility Store Corporation, Rainbow Cash & Carry, Risen Cash & Carry) in Lahore region.
- Designing and implementation of sales strategies (Trade offer/ Consumer promotion)
- · Making the rental budgets and execution of branding / trade marketing material at the key accounts
- Execution of In-store Marketing and activation at the key accounts.
- · Looking after the merchandisers and maximum visibility of all the SKU's

Sales & Key Account Management | In-Store Communication & Retail Marketing Execution | Sales Analysis & Monthly Reporting | Supervise Merchandising Team | Trade & Shopper Marketing

Oct 2021 - Sep 2022

## Sales & Marketing Executive

Elite Engineering Pvt Ltd

113 L-1, Valancia Homes Block L, Lahore, Pakistan

Key Achievements:

- · To generate outward invoices related to advertising material for clients within three working days after receipts of ROs and inward bills and direct reporting to the top Management,
- Handling Shell monthly promotional Campaigns and projects more than 100 retail sites
- Supervising Shell Select Shop Revamp at Rachna Filling Station, project worth 30 million Rupees including civil work, shop fascia & shop interior.
- Supervising development of retail franchises of FMC Corporation, which is include shop fascia, AVH signs & shop interior nationwide in Pakistan. Skills:

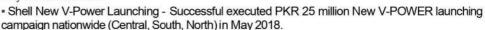
Client Servicing | Retail Signages & Branding Execution | Project Management & Execution | Vendor Management | Fuel Station Branding & Advertising Execution | Budgeting & Costing | SAP

July 2017 - Sep 2021

# Assistant Account Manager

Adsells Advertising Pvt Ltd

74, Quaid-e-Azam Industrial Estate Kot Lakhpat, Lahore, Punjab Key Achievements:



- campaign nationwide (Central, South, North) in May 2018.
- Lead Re-modelling of PSO (Shop in Stop) retail outlets across Pakistan.
- Activated 90+ traditional trade and 100+ Modern trade outlets in Punjab and timely operational within the given timelines, with co-ordination of PepsiCo Trade Marketing & Sales Team - Project worth PKR
- Activated 30+ OOH (Out-of-Home) campaigns and 10+ POSM (Pont-of-Sale) delivery projects in Punjab and timely operational within the given timelines, with co-ordination of Nestle Brand, Marketing & Sales Team
- Executed forecourt branding & Signage's of more than 25 retail sites of Taj Gasoline.
- Handling promotion campaign activities of Adidas & Outfitters Shop Signage's in Pakistan
- Worked with various brands, part of retail shop signage's, In-Store Branding, Point of sale (POSM) material development, OOH Advertising, Forecourt signage's & branding, Shopper Marketing

Client Servicing & Business Development | Fuel Station Advertising | Retail Shops Signages & Branding | In-Store Communication & POSM Execution | Shopper Marketing & Outdoor Advertising | Budgeting & Costing





Adsells

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### **EDUCATION AND TRAINING**

Nov 2015 - Dec 2017 Master of Business Administration - MBA Marketing

**UVAS Business School** 

University of Veterinary & Animal Sciences - Pakistan

2 years degree program +1-month internship at Dunya Media Group

May 2013 - May 2015 Bachelor of Arts - BA

University of the Punjab - Pakistan

2 years degree with major in Political Science & Journalism

PERSONAL SKILLS

Mother tongue(s) Urdu

English

Other language(s)

WRITING UNDERSTANDING SPEAKING Listening Reading Spoken interaction Spoken production Professional Professional Professional Professional Professional

Communication skills . Teamwork

- Leadership

Organizational / managerial skills

- Team Management
- Exceptionally Well Organized
- Creative Thinking
- Strategic Thinking

Job-related skills

- Sales & Key AccountManagement
- BTLAdvertising & Promotion
- Retail & ShopperMarketing
- Category Management & Marketing
- · Forecourt / NFR (Non-Fuel-Retail) Branding
- Business Development
- Cost Management
- Project Planning & Execution
- Budget Management

Computer skills

- Microsoft Office™ tools (Word, Excel, PowerPoint, Outlook)
- Enterprise Resource planning (ERP)
- SAP™

Other skills

- Analytical
- Fast Learner
- Versatility
- Methodical

# ADDITIONAL INFORMATION

· Willingness to travel and to relocate.