

PERSONAL INFORMATION

Hafiz Muhammad Usman | حافظ محمد عثمان



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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

Skills:

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:

- Shell New V-Power Launching - Successful executed PKR 25 million New V-POWER launching 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 30 million
- Activated 30+ OOH (Out-of-Home) campaigns and 10+ POSM (Point-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

Skills:

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

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

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	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 Account Management
 ▪ BTL Advertising & Promotion
 ▪ Retail & Shopper Marketing
 ▪ 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.