

# Waheed Imran

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## Career Objective:

To attain challenging, resourceful and learning oriented position in an organization of good repute to contribute to achieve their ultimate goal by applying my intuition, skills and abilities that I have attained through my professional experience and education.

## Professional Experience:

### Branch Manager (Home Electronics)

From: June-2021 to Present

**Company:** Canon Home Electronics  
**Industry:** Manufacturer



- Responsible for Sales & Collection and achieve 100% Branch target.
- Execute daily Sales and Collection targets.
- Focus on the Retail network.
- Keenly watch Dealers' inventory for better and smooth Sales.
- Focus on Dealer Sellout data.
- Sellout data key to success.
- Vigilance required competitors' activity as well as Market activity.
- Focus on Market visits.
- Accountable for management matters.
- The motivation of the sales team and solving their problems.
- Responsible for making of sales policies Branch level.
- Responsible for administrative matters.
- POS (Point of Sales)

### Senior Manager Sales & Marketing

From: July-2018 to April-2021

**Company:** Tabish Corporation (Automotive Spare Parts)  
**Industry:** Importer and Distributor all over Pakistan



- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door.
- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Measure and report performance of marketing campaigns, gain insight and assess against goals.
- Oversee day-to-day sales, monitoring and forecasting to better understand the market.
- Continually assess our marketing techniques and their efficacy in affecting sales.
- Stay up-to-date on current market trends.
- Identify different consumer requirements to properly identify marketing opportunities.
- Work collaboratively with the sales team to assess current projections.
- Own ultimate responsibility for successfully meeting or exceeding sales goals.
- Collaborate with marketing team to innovatively reach more potential customers.
- Take calculated risks to increase profitability and brand recognition.
- Work in a hands-on fashion, building the team—provide motivation and inspiration.
- Set the precedent for excellence through leading by example.
- Cultivate and deepen client relationships and partnerships that add value.
- POS (Point of Sale)

## Assistant to National Manager Sales & Marketing

From: **ROYAL FANS** *Hunter* 018  
Exclusive Partners

**Company:** Hunter Fans Exclusive Partner of Royal Fans

**Industry:** Manufacturing Company

- Preparing and delivering marketing plans.
- Working in-house to produce materials of visual impact and within brand guidelines.
- Generating and executing marketing campaigns across social media platforms such as Twitter, Facebook, YouTube and many more.
- Monitoring competitor activity and generating leads for products and services.
- Liaising with events coordinators to maximize visibility at conferences, receptions and exhibitions, including compiling product and literature lists to display or demonstrate.
- Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters.
- Generating reports for digital marketing campaigns using data based analytics tools and also presenting this data in an easy to understand format.

## Data Analyst (Field Data Support Supervisor)

From : May - 2015 To: Sep - 2015

**Company:** **METRO** Cash & Carry Pakistan

**Industry:** FMCG



- Interpret data, analyze results using statistical techniques and provide ongoing reports
- Develop and implement data collection systems and other strategies that optimize statistical efficiency and data quality.
- Acquire data from primary or secondary data sources and maintain databases/data systems
- Identify, analyze, and interpret trends or patterns in complex data sets
- Filter and "clean" data, and review computer reports, printouts, and performance indicators to locate and correct code problems.
- Work closely with management to prioritize business and information needs.
- Locate and define new process improvement opportunities.
- Contributes to team effort by accomplishing related results as needed.

## Sales Support Officer HoReCa (Field Operations Department)

From: March 2013 To: April - 2015

**Company:** **METRO** Cash & Carry Pakistan

**Industry:** FMCG



- Maintain good communication process with the priority clients through emails, voice & correspondence.
- Maintain all documents regarding Customer Managers Daily Visit Reports, and Monthly sales plan for better growth of the business and its development.
- Developing Quotation for each RFQ for priority customers that includes Article Selection, Pricing and alternative suggestions.
- Application of GST and With Holding Tax related matters in line with Govt. directions and rules
- Suggestive selling to Walk in and Corporate customers for improving category Mix.
- Data verification and validation of respective territory of each Corporate Manager.
- Coordinating with FOM ( Field Operations Manager ) for daily Business Operations.
- Reconciliation of customer ledgers and Financial correspondence.
- Internal & External Communication to Relevant stakeholders ( Customer, OM, Store Ops ).
- To Register, activate, reactivate, retain and develop New Customer .
- Effectively assisting Corporate Managers for HoReCa and Corporate accounts management.
- Responsible for execution of RFQs, Pricing, and complete Delivery Operations for Customers .
- Maintaining & compiling administrative reports for Corporate Managers & CMS (Customer Managers).

## Finance Executive

From : Feb 2012 To : Feb 2013

**Company:** Mobilink GSM  
**Industry:** Telecommunication



- The preparation, development and analysis of corporate accounts information and provision of a
- high quality support service to line managers within the Society Customer Facilitation.
- Ensuring smooth operations of the branch.
- Auditing accounts maintained by cashier.

### Career Oriented Abilities & Professional Skills:

- Effectively can adapt to new culture & environment
- Ability to perform under stress and effective time management
- SMART Working for ensuring productivity
- Good communication and soft skills
- Ability to work as good team player
- Effective communication and negotiation skills
- Proficient in using modern IT for effective customer management and support
- Good listener as well as keen learner

### Technical Skills:

- **Software:**

MS Word, MS Excel, MS PowerPoint, MS Access (Complete Microsoft Level- 2)  
Store Empowerment Project (SEP), Goods Management System (GMS)  
Metro International System (MIS), (SAPS) ERP Enterprise Resource Planning Software  
Metro Data Warehouse (MDW), Metro Customer Relationship Management (MCRM)

### Academic Qualification:

- Masters Sales & Marketing (Continue) – Virtual University Lahore.
- B.A. – University of the Punjab
- ICS (IT) – University of the Punjab

### PERSONAL PROFILE

- Father's Name Ghulam Qamar
- Date of Birth 16-01-1992
- CNIC 35201-9887527-1
- Domicile: Lahore
- Religion Islam
- Nationality Pakistani
- Marital Status Married

### Languages:

- English/Urdu/Hindi Reading/Writing (Excellent) Speaking (Fluent)