

Waheed Imran

House 9, Street 5 – Jalal Colony Harbans Pura - Lahore Cantt

Cell: +92 322 9212616

Email: wimran81@gmail.com



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.
- Give opportunity to sit together and channel important to do work and responsibilities.
- 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.
- Keep strong relations with Dealers.
- Accountable for management matters.
- The motivation of the sales team and solving their problems.
- Dealers account reconciliation.
- 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: Oct - 2015 to June-2018

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



Industry: Manufacturing Company

Job Role: Marketing & Customer Support

- 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

Job Role: Data Analyst

- 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

Job Role: Customer Support & Service

- 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:

- Systems:

Windows (98/XP/2000/XP Professional/Vista/Windows7/Windows10/Window11)

▪ **Software:**

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

Extra-Curricular Activities:

- Research on Internet
- Photography
- Pet Animals

Languages:

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

References:

Will be furnished on demand



TABISH
CORPORATION

3M
Authorized
Distributor

Date: 07-Dec-2021

TO WHOM IT MAY CONCERN

This is to Certify that **Mr. Waheed Imran**, worked in our Organisation **Tabish Corporation** as **Manager Sales & Marketing** in our **Sales Department** from June-2018 to April-2021.

We found him sincere, hardworking, technically sound and result oriented during his tenure. Waheed has a friendly, outgoing personality, a good sense of humour and works well as a part of a team.

We thank him for his contribution and wish him success in his future endeavours.

Tabish Corporation
Manager HR





To Whom it May Concern

Date: 30-04-2018

This letter is to verify that Mr. Waheed Imran having CNIC# 35201-9887527-1 is employed as Assistant Manager Marketing & Sales with our department from Sep-2015 - Present of Service. During Mr. Waheed Imran Employment, this applicant successfully conducted a full range of Administration responsibilities, he is performing high level managerial and Administrative duties consistent with the position held or not.

During this period, we found him punctual, honest and hardworking.

If you have any question regarding Mr. Waheed Imran employment with the Rafiq Engineering Industries Private Limited, Please Phone me at (+923334989861)

Regards, 
Marketing & Sales Manager National
Ali Ahmed

This is a computer generated statement hence requires no signature.



Rafiq Engineering Industries (Pvt) Ltd.


Factory:

Rafiqabad G.T. Road Gujrat, Pakistan. P: 92 (53) 111-ROYAL-1 P: +92 (42) 111-ROYAL-1

Hunter & Royal Fans Display Center:

97 CCA Phase 4, DD Market, DHA, Lahore, Pakistan.

www.royalfans.com

 [RoyalFansOfficial](#)



METRO-Habib Cash & Carry Pakistan (Pvt.) Limited . Thokar Niaz Baig, Multan Road . Lahore 53700 (Pakistan)

October 18th, 2015

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Waheed Imran (Emp # 54002793)** had been working as "**Store Associate – Sales Force - HoReCa**" in Sales & CTGM Division from March 27th, 2013 to October 18th, 2015 at Metro Cash & Carry, Pakistan.

This letter is issued on employee's specific request.

Muhammad Zulkifal
Human Resource Department
Metro Cash & Carry Pakistan.



ALI HAJVERY LINKS



Office No. 1 & 2,
Royal Arcade,
Chungi Ammar Sidhu, Lahore

T + 92 - 42 - 35825859
E mob7120@gmail.com

1st March, 2013

Subject: Experience Certificate

Certification

We certify that Mr. WAHEED IMRAN S/O GHULAM QAMAR joined our office as a FINANCE EXECUTIVE on 01-02-2012 for 1 year tenure which ended on 28-02-2013.

Attitude and Behavior

During his job he proved his self a very professional person and honest to his job. He maintained a very good coordinating and cooperating behavior during the job. He is very committed and devoted for his responsibilities.

Recommendations

We would be pleased for recommendations and refer him undoubtedly

Wish you all the best!

Sincerely,

Atif Saeed





PEAK SOLUTIONS COLLEGE

Certificate Number

CANTT/HW/2011

Date

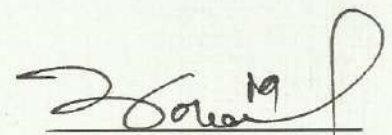
05-JULY-2012

CERTIFICATE OF PARTICIPATION

This is to certify that Mr./Ms./Mrs. WAHEED IMRAN
has completed his/her training of MICROSOFT OFFICE. The
training duration was One Year with the following major components.

- 1) MS EXCEL FOR ACCOUNTS ALL ADVANCE
- 2) MS WORD ALL LEVEL - 2
- 3) MS POWERPOINT ALL LEVEL - 2
- 4) MS OUTLOOK ALL LEVEL - 1


Director


Central Manager

Affiliated with



edexcel
INTERNATIONAL
UK



University of
the Punjab



Lahore
Board



Punjab Board
of Technical
Education

www.peakolutions.edu.pk

Cantt Campus

Sadar Round About, Lahore Cantt.
Tel: +92-42-36665107, 36685003

Lower Mall Campus

42-A, Near Civil Secretariate,
Tel: +92-42-37359381, 37359382

Shadman Campus

447-Shadman L.O.S Stop, Lahore,
Tel: +92-42-7578692, 37578695

Griffin (Science) Campus

23 Griffin Hall, Facing Canal Mughalpura,
Tel: +92-42-36810097, 36849468

"Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly".



Certificate of Pride

CONGRATULATIONS

Mr. / Miss Waheed Imran on achieving Pride of Performance award
as an enthusiastic and diligent Sales Support Associate
during the month of August at Metro Airport

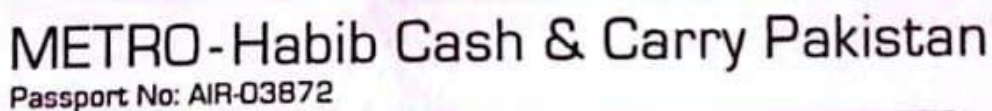
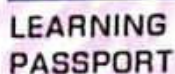
Nadeem Rehmani
(Director of Operations)

Hani-ul-Nasir
(Head of Store Operations)

Usman Talat
(Head of Field Operations)



eTraining Awareness Session



First Name:
WAHEED

Last Name:
IMRAN

Designation:
STORE ASSOCIATE

Area:
FIELD OPERATIONS

Date of Joining:
03/27/2013

Date of Issuance:
06/14/2013



Organizational Excellence

M<<LHE<<IMRAN<<<WAHEED<<<<STORE ASSOCIATE<<<<FIELD OPERATIONS
 <<<<<AIR-03872<<<03/27/2013<<<<<ISU 06/14/2013<<<<<LEARNING PASPORT<<<<<<<