

# Abdul Ahad

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## Experience

### Maple Leaf Cement Limited

2021 – Present

#### Assistant Manager Sales and Marketing

- Orchestrated seamless collaboration among cross-functional teams and sales to devise a strategic launch blueprint for the innovative product "HD Putty".
- Demonstrated proficiency in crafting comprehensive development roadmaps through meticulous qualitative and quantitative market research, ensuring the successful introduction of "HD Putty".
- Spearheaded the planning and execution of brand activation endeavors, meticulously aligning initiatives with the Brand Key Vision, Plan, and overarching communication strategy.
- Directed the production of a diverse array of marketing materials, including events, sales collateral (print media), and dynamic digital initiatives such as video ads and social media campaigns, ensuring a cohesive brand message.
- Strategically planned and managed the scope, budget, tasks, and timeline for the esteemed conventional project "Kaun Banega Superstar (KBS)", culminating in the enthusiastic participation of over 2000 candidates nationwide and a notable revenue surge of 120% in targeted regions.
- Conducted comprehensive retail market visits to gain invaluable insights into competitors' strategies, enabling the formulation of effective counter-strategies to maintain market dominance.
- Diligently followed up with customers to ensure unparalleled satisfaction with all marketing activities undertaken, fostering enduring client relationships and bolstering brand loyalty.
- Formulated and executed overarching digital strategies, presenting a robust implementation approach and proposal plan for the successful integration of the revolutionary "HD Putty" into the digital landscape.
- Held accountable for meticulous community management across various social media platforms utilizing advanced tools such as Buffer, while curating engaging content to foster meaningful interactions and brand engagement.
- Spearheaded content marketing efforts for SMS and social media campaigns, leveraging compelling narratives and strategic messaging to drive brand awareness and consumer engagement.

### Ramada by Wyndham

2019 – 2021

#### Deputy Manager

- Perform all check-In and check-out tasks.
- Manage online and phone reservations.
- Inform customers about payment methods and verify their credit card data.
- Register guest by collecting necessary information (Like contact details and the exact date of their stay)
- Welcome guest upon their arrival and assign room.
- Provide information about our hotel, availability of rooms, rate and amenities.
- Respond to client' complaints in a timely and professional manner.
- Liaise with our housekeeping staff to ensure all rooms are clean, tidy and fully furnished to accommodate guest need.
- Confirm group reservations and arrange personalized services for VIP customers and event attendees, Like wedding guests.
- Upsell additional facilities and services, when appropriate
- Maintain update records of booking and payments and collect payments.

**Junaid & Company, Pakistan****2018 – 2018****Assistant Audit Manager**

My job requires supervising external audits and preparing the final Audit Report. The companies include Fish Farms, Real Estate, Welfare trusts, Solvent plants, Housing schemes, Feed mills Travelling agencies, Consultancies, the Cotton industry, Food, Franchises & outlets, Etc. Some of the major companies I audited were:

- Educator School System
- Servo Motor Oil
- Super Tech Oil Mills
- Prime Feed

**Multan Heart care Clinic, Pakistan (Part-Time)****2009– 2017****Administrator**

- Cash inflow and outflow management.
- Monthly closing (Profit and Loss statement).
- Manage all tax and other legal matters with the help of a legal consultant.
- Manage all the patient appointments and deal with them on-call and on the spot.
- Maintain a disciplined environment and handled all the situational conflicts and day-to-day curriculum of staff

**Education****University of Education****May 2018**

Master of Business Administration with Majors Finance

**Government College****May 2013**

Batchelor (BSC) - Science

**Government College****May 2011**

Intermediate (FSC) - Science

**Skills**

- Event Planning and Execution
- Problem-Solving skills
- Teamwork
- Vendor Management
- Empathy
- Communication
- Language: Urdu (proficient) & English (proficient)

