

# Talal Ahmad

Fresh MBA Graduate

Driven MBA Graduate with skill set in Supply Chain & Admin with a Proven Track Record of Excellence and Two Years of Experience in Financial Institutions, Ready to Elevate Your Business to New Heights



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Lahore

## WORK EXPERIENCE

### Executive Marketing Officer The Bank of Punjab

10/2019 - 06/2021

Lahore

#### Achievements/Tasks

- **Market Research:** Conduct market research to understand customer needs, preferences, and trends. Analyze competitor offerings and market conditions to identify opportunities for the bank.
- **Product Promotion:** Develop and implement marketing strategies to promote the bank's financial products and services, such as loans, savings accounts, credit cards, and investment products.
- **Customer Relationship Management (CRM):** Build and maintain strong relationships with existing and potential customers. Provide excellent customer service to address inquiries, resolve issues, and ensure customer satisfaction.
- **Lead Generation:** Generate leads through various channels, including cold calling, networking, referrals, and digital marketing. Qualify leads and convert them into customers.
- **Data Collection:** Collect data on consumer issues, produce settlement reports & maintain daily inventory of consumer settlement via Structured Query Language (SQL) banking database
- **Compliance:** Ensure all marketing activities comply with banking regulations and industry standards. Stay up-to-date with legal and regulatory changes that may impact marketing efforts.
- **Event Participation:** Represent the bank at industry events, trade shows, and community activities to promote brand awareness and network with potential customers
- **Reporting:** Prepare regular reports on marketing performance, including key performance indicators (KPIs) such as customer acquisition, conversion rates, and revenue generated from marketing campaigns.

## SKILLS

LATEX

MS Office

Marketing

Supply Chain

Admin

Product Promotion

Market Research

Customer Engagement

Lead generation

## SUPPORTED CAUSES

DiCaprio Foundation

## INTERESTS

Analysis on Cricket

## EDUCATION

### MBA

Lahore School of Economics

06/2021 - 06/2023

Lahore

### B.Sc in Economics

Beaconhouse National University

07/2013 - 12/2018

Lahore