

MUHAMMAD HARIS ZAKIR

Flat # G-406, Fifth Floor,
Rufi Green City, Block-18,
Gulistan-e-johar, Karachi
Mobile: +92-333-3347938
Email: haris.zkr@gmail.com



OBJECTIVE	To pursue progressive career with a multinational organization, which allows me opportunities to learn, grow and contribute positively to that organization.
PROFILE	A self-motivated, ambitious, and result- oriented professional with an adequate experience in Marketing & sales, good communication and interpersonal skills to establish a harmonious and effective working relationship with both internal and external customers built in a business environment. I have an exceptional ability to build, motivated and lead a team as well as capable of working in a team with an ability to meet deadlines and work under pressure. I can manage multiple tasks simultaneously and can work under flexi-timings, if desired.
PROFESSIONAL EXPERIENCE: Lucky Commodities Pvt Ltd. (YB Group) Oct-2014 till Todate	<p>Yunus Brothers Group “YBG” is amongst Pakistan’s leading conglomerates with business interests in building material, textiles, chemicals and power sector. We are a multinational organization operating in various geographical locations across USA, Europe, Middle East, Asia and Africa.</p> <p>Marketing Manager (Sales & Marketing)</p> <p>Key Responsibilities</p> <ul style="list-style-type: none">- Plan and implement marketing strategy in order to meet assigned Brand targets for growth & profitability.- Responsible to increase the sales, margin, frequency of the customers, average turnover per customer and also develop new customer-To build, enhance and maintain relationships with existing and prospective clients by providing them with premium quality coal.- Visiting customers to make our relationship stronger by listening their views & suggestions.- Handling customer’s complaints through problem solving skills in terms of transportation, delays in delivery etc.- Development or implementation of brand plans including advertising, sales promotions, offers for B2B customer, product launch, revamping of existing products, conducting marketing research etc.- Based on consumer insight, Initiated new product (Indonesian Coal) project in Q3’15 to increase consumer base and improve portfolio bottom-line- Conduct monthly sales review meetings and discuss monthly performances in order to identify areas for improvement, also designing and implementing quarterly & monthly sales plan.- Close monitoring/analysis of sales in relation to projections and targets.- Responsible for organizing Organizational Events (Internal / External customers)- Identify and analyze Brand/product issues and suggest remedial measures.- Managing credit receivables. <p>Achievements: Increased 75% of portfolio sales by introducing new potential customers & increase existing portfolio sales.</p> <p>Launched Indonesian Sized Coal campaign as per customers demand in Q4’15/Q1’16 to improve market share from 25% to 40%</p> <p>-Received ‘Employee High Performance 2015’ award from (CEO, Lucky Commodities) for managing the Sales Team in achieving assigned sales targets.</p>

Venus Pakistan Pvt Ltd.

June-2014 till Sep-2014

Major Customer Development: Dewan Cement Limited, Fecto Cement Limited, Bestway Cement Limited, D.G Khan Cement, Service Industries Limited, Master Tiles & Ceramics Limited, Interloop Limited, Masood Textile, Fauji Cement Limited, Kot Addu Power Plant (KAPCO), Artistic Group, Shakarganj Foods, Sufi Group, Dalda Foods, Sitara Group, Rupali Group.

Manager Key Accounts & Team Leader (Food Services – South)

Key Responsibilities

- Responsible for the key customers of the company such as (Clubs, Hotels, restraunts & café etc)
- Weekly meeting with key customer to strengthen relationship and identify business opportunities
- Increase basket size of each customer and monitor payment process
- Leading food service team including company chef to resolve customer complaint and to make suggestive selling
- Providing monthly plans / targets to achieve company objective
- Identify new customers through sales team to get major share of market

Major Customer Development: Pearl Continental Hotel, Marriott Hotel - Karachi, Karachi Club, Karachi Gymkhana, Sindh Club, Shaheen Airline, MCR Pvt Ltd (Pizza Hut).

Manager - Corporate Sales (Field Operations)

Key Responsibilities

- Responsible to increase the sales, margin, frequency of the customers, average turnover per customer and also develop new customer
- Responsible for portfolio of B2B customers like (MNC's, Large offices, Industries, clubs & Hotels).
- Survey of market to find out potential customers and visit the existing (portfolio) customers to increase portfolio size along with sales.
- Providing sales forecast (article/product wise to the operation department).
- Strong communication between delivery solution and field operations department.
- Strong communication with buying department to close deal and timely availability of product for customers.
- Strong follow up with credit customers to get amounts against credit purchases before due date.
- Advance stocks arrangements for portfolio customers according to their weekly/monthly/quarterly consumptions/demands.
- Strong relationship with every key account to achieve our goal/ target.

Achievements: Increased mix basket sales & growth 60% of portfolio sales by introducing other products & new potential customers development like:

Major Customer Development:

Oil Industries: Pakistan State Oil, Shell Pakistan, National Refinery Limited, Pakistan Refinery Limited, Pak-Arab Refinery Limited.

Banking Industries: Habib Bank Limited, Bank Al-Falah Limited, Habib Metro Bank, Askari Bank Limited, Standard Chartered Bank, National Bank Limited, United Bank Limited, Askari Bank Limited, Muslim Commercial Bank

Other Industries: Soorty Enterprises, K-Electric, International Industries Limited, , English Biscuit Manufacturers Pvt Ltd, YB Group (Lucky Cement Ltd, ICI Pakistan, Yunus Textile) , Jang Group, Dawn Group, British Deputy High Commission, US Consulate.

Executive – Tele Sales (Marketing Department – Privilege Club).

Key Responsibilities

- Daily follow ups with new & existing customers
- Daily coordinating with client on phone for their queries & references
- Developing new client for Hashoo group hotels in Pakistan & entertain customers on priority

Makro-Habib Pakistan Limited (METRO GROUP)

Oct-2010 till May-2014

Pearl Continental Hotel & Resorts Karachi
Aug-2008 till Sept-2010

ACADEMIC BACKGROUND	<u>Certification/ Degree</u>	<u>Institution/University</u>	<u>Passing year</u>
	B.Com	Govt. Commerce college	2012
	Intermediate	Govt. Degree Gulshan college	2009
	Matriculation	Placid High School	2007
TRAINING & CERTIFICATION	-Received certificate “Performance for the year 2015” From CEO of Lucky Commodities -Training for Positive Attitude at Work Place by Pearl Continental Karachi -Training for English At Work Place From Pearl Continental Karachi		
PERSONAL INFORMATION	Father’s Name : Muhammad Zakir Date of Birth : March 30, 1990 NIC # : 42101-7992023-5 Religion : Islam Nationality : Pakistani Marital Status : Single		
REFERENCE	Will be furnished upon request		