

Aamir Abdul Aziz

Fida Husain Sheikh road
K-7-B St. # 14 Old City Area Karachi.
Cell: +92 (0) 331-3172612
E-mail: aamir.az86@gmail.com



Profile Summary

Talented, results-producing, self-motivated marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Possess a broad background in planning events, promoting business services, and ensuring a high level of customer relationship & satisfaction. Successful in establishing an exceptional rapport with individuals on all levels. Exceptional organizational and time management skills with attention to detail.

Core Skills and Competencies

- Team player, coordinating with co-workers and company clients.
- Ability to develop optimal strategic plans and follow through to success.
- Work hard – play hard, win-win professional attitude to work.
- Eager to listen and learn & Focused and Motivating capabilities.
- Creative and innovative solutions with practical implementation.
- Brand Development & Management, Positioning and Repositioning.
- Good interpersonal skills – Good skills in management and communication.
- Logistics Management.
- Effective Sales Planning & Execution
- Competitive analysis.
- Strategy Formulation, Implementation & Evaluation.
- ATL & BTL Activities & Building Customer Relationship.

Academic Qualifications

Completed MBA with specialization in **Marketing** (Advertising & Brand Management, Service/Direct Marketing, Channel Management, Public Relations & Event Management) from **IQRA University- Karachi - 2015**.

Year	Institute/College	University/Board	Degree
2015	Iqra University	Karachi	MBA (Marketing)
Thesis: Impact of Direct Marketing on Customer Relationship in Pharma industry			
2011	University Of Karachi	Karachi	B.S (Marketing)
2006	S.M Arts & Com. College	Karachi	H.Sc. (Commerce)
2003	K.M.A Boys Sec.School	Karachi	Matric (General)

Professional Experience

Abbott Laboratories Pakistan Ltd. **Territory Manager for Marketing Dept.**

2nd April, 2012 – till date

Key roles and responsibilities include as:

- To meet and exceed sales benchmark by maintaining good rapport with the targeted customers and ensuring better coverage.
- Major role Sales, Customer Relationship & business development.
- Productive Strategic implementation & execution.
- Effective & efficient sales planning & its execution.
- Product, disease knowledge, and market analysis.
- Focus on competitive analysis to take timely action on that.
- Brand positioning, Re-Positioning and new customer development.

Contributions at Abbott Laboratories Pakistan Ltd

- Served newly segmented territory but excelled quickly to become recognized by management as a key member of the marketing team.
- Actively Participated in ATL BTL activities of company.
- Participated and played key role in arranging Expo Center Women & Men's Wellness Camp Activity.
- Actively Participated in "Pearl Continental" Women & Men's Wellness activity.
- Played a key role in suggesting to team appropriate competitive strategy to grab maximum market share in highly competitive pharmaceutical market.
- Became sound personality of sales team in the generation of quality business.
- Being a part of Team Actively done Brand Positioning of two new brands.
- Arranging Medical Events, Presentation, symposium & CME.
- Executed assignments related to training, development and knowledge up-gradation of business.

Azik Enterprises (Oil Additive Company) – Karachi.

Marketing & Sales Executive (B2B)

December 2011 - March, 2012

Key roles and responsibilities include as:

- Started professional career in the domain of Oil industry.
- Relationship with Corporate Clients and business development.
- Major Role Sales, Ware House(Logistic) management, Imports, Quotation making, dispatching and recovery.

Contributions at Azik Enterprises (Oil Additive Company) – Karachi.

- Quickly adjusted in professional business environment as key member of marketing team.
- In short span of experience created well rapport with corporate clients.
- Excelled in customer relationship and rapport with well-known oil industry corporate clients and played key role in generating sales, purchase, dispatching, filling records & ware house management, as well as follow up with clients.
- Reduced communication gap between procurement and marketing team to maintain the demand and supply equilibrium as per forecasted sales to reduce the chance of losing placed order by corporate clients to facilitate customers to maximize market share.

Grey Lines Studio (Software House) – Karachi.

Internship in Marketing & Sales dept.
2010.

(6 Weeks) 1 Aug, 2010 to 15 Sep,

- Three days event in Expo Center motivates visitors to use online yellow pages.

Professional Certificates

- Abbott Laboratories Pakistan
I Sell (Selling Techniques)
- Manzar College of Arts (BBSYDP)Marketing Management

Educational Achievements

- Actively participated in organizing the convocation.
- Played a key role in organizing different Events in University farewells, picnics, Milad, sports and other curriculum programs in university among which the most prominent is the grand fun fair I have organized in 2007.
- Been the most prominent student of my department; achieved highest marks certificate in Brand Management.
- Did social research project for my subject Research Project and made a research report on “Role of Marketing components (Logos & Slogan’s in Brand Recognition” as my topic.
- Planned Whole year “Marketing Plan (Calendar)”, “Advertisement” “Radio Gingle” for Gourmet Cola as a Term project in Master’s.

Computer Skills

- MS Office (Word, Excel and PowerPoint).
- Internet Browsing.
- Keeping the expertise in Social Marketing.

Languages

- English.
- Urdu.
- Sindhi

Personnel Information

- CNIC 42301-6856246-9
- Date of birth 9,Nov 1986
- Nationality: Pakistani
- Marital Status Single
- Passport Number FW1222461

Reference

- Can be furnished upon request.