# ▶ Brief Overview

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|  | **Asad Abdullah Naqvi** | C:\Users\anaqui\Pictures\Asad Naqvi.png |
| **Area of Interest** | Marketing / Management / Sales / Brand / Distribution |
| **Current Qualification** | MBA (Marketing) from SZABIST, Karachi |
| **Objective** | To fulfil an opportunity that allows me to contribute to the progress of a  growth-oriented organization with the successful application of my abilities |

# ▶ Work Experience

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| * April 2015 – Present at **Philip Morris (Pakistan) Limited** – **Trade Marketing Executive**   PMI LogoAs the Trade Marketing Executive of the region, my prime objective to is to ensure the roll out of all Trade Programs and maintain the visibility at all the covered POS in the entire region. I also monitor the entire communication channel that is operating throughout the region. Subsequently, I am also responsible for the communication of the Cycle Plan to the Area Managers and ensure its effective execution in the region through the Third Party Merchandisers. I also provide support in the execution of the Trade Loyalty Programs by providing the targets to the Area Managers along with the relevant verification checks and tracking them on a daily basis.   * November 2013 – March 2015 at **Zong CMPAK** – **Senior Corporate Relations Officer**   After being inducted via Zong’s Graduate Trainee Program, I was placed in their Corporate Sales Department (South). Equipped with past experience in both sales and marketing, I was groomed by the ever evolving and relatively experienced mentors at Zong. Serving the entire South region, I was heavily involved in the areas of Corporate Strategy & Corporate Marketing and oversaw the successful implementation of several projects for the organization. Upon the successful completion of my tenure as a trainee, I was inducted as a Corporate Relations Officer, where I oversaw Business Intelligence, Corporate Marketing and Strategy for the entire South region. In addition to this, I aided the direct sales team by assigning targets, forecasting and tracking the performance, data archiving and data mining, analyzing ongoing projects and evaluate their business viability and ensure effective churn management for the region.   * January 2013 – November 2013 at **Pakistan Wire Industries (Pvt.) Ltd.** – **Relationship Manager**   C:\Documents and Settings\Import\Desktop\pakistan wire tag.jpgI had been engaged in managing all the company’s key customers and providing a window of operation facility to all those clients. I was primarily responsible to promote the cordial relationship between the company and the client by understanding the key processes of the customer. I was also responsible for conducting industry analysis, formulating marketing strategies and suggest action plans for more than three different industries. As part of my job, I had to coordinate with the production, finance, quality control and the procurement department of both the organizations and bridge all possible gaps between the two. Identification of potential markets and customers, new business development, sales forecasting and sales report were also part of my active duties.   * October 2011 – April 2012 at **Getz Pharma (Pvt.) Ltd.**  – **Management Trainee, Finance Department**   getz-pharma.jpgWorking as a Management Trainee, in the Finance Department at Getz Pharma, I was placed in the payables department. My primary job description included the analysis, posting and processing of all travel and supply chain related invoices. Moreover, I was also assigned the task of processing all the marketing field related expenses.   * June 2011 – July 2011 at **Bayer CropScience, Pakistan**  – **Intern, Marketing Department**   bayer_logo.jpgDuring my four weeks internship at Bayer CropScience, I was assigned to the task of updating the financial forecast of all the brands handled by my supervisor. I also aided in the development of a media plan which determined the GRP of all the advertisements aired during the campaign. Moreover, I assisted in several write ups for their website which was, then, under development. Lastly, I developed a cost minimization model by determining all the brands that had interchangeable SKUs and could be packed and dispatched accordingly.   * + - August 2010 – May 2011 at **Journal of Pakistan Medical Association** – **Senior Correspondent**   logoAt the Journal of Pakistan Medical Association, I was primarily in charge of the correspondence between the authors and the reviewer of articles, case studies and research studies.  Moreover, I was also responsible for updating the Journal’s database on a daily basis. I was also assigned the duty of drafting all types of formal letters for invitation to new reviewers and to the HEC.   * January 2008 – February 2008 at **Emirates Global Islamic Bank**  – **Intern, Corporate Banking**   vp40b453.jpgAs an intern in the Business Banking Department at the Corporate Office of Emirates Global Islamic Bank, I was primarily involved in the drafting of all formal and informal letters that the bank used to communicate with its clients. Moreover, I was later involved in the development of the risk appraisal of three major corporate clients. |

# ▶ Academic Highlights

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| * **Masters in Business Administration (MBA)** from **SZABIST, Karachi** * **Bachelors in Commerce (B.COM)** from **University of Karachi** * **A-Levels** as a **Private Candidate** * **O-Levels** from **Jaffar Public School** | **3.30/4.00**  **First Division** | **May ‘13**  **Dec ‘10**  **Nov ‘07**  **Jun ‘05** |

# ▶ Major Term Papers / Reports / Projects

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| * Compiled a Research Report which Investigated the Female Consumer’s Buying Behaviour when purchasing Branded Lawn * Developed a report on the launch of a new Entrepreneurial Venture – SPaw, The Dog Spa. * Prepared a comparative SWOT report on Abbot Labs (Pakistan) and GSK Pakistan * Developed a Business Ethics Code of Conduct for Sultan Dairies * Compiled a Financial Analysis report on Unilever Pakistan |

# ▶ Specialization Courses

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| **Brand Management** | **Consumer Behaviour** | **Sales Management** | **Corporate Finance** |
| **Customer Relationship Management** | | **Treasury & Funds Management** | |

# ▶ Extra-Curricular

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| * Head of Finance at the SZABIST Marketing Society, 2010-2012 * Member of Team Marketing at the SZABIST Student Council, 2011-2012 * Head Organizer of the Annual TSA Football Tournament * Voluntary work at Zubeida Medical and Dar-ul-Sukoon * Member of the Environment Society in my O-Levels |

# ▶ Conferences & Seminars

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| * **“MarKlash – A Clash of the Brands” – Mentor / Facilitator** at **SZABIST, Karachi** * **“Marketing Communications”** at **SZABIST, Karachi** * **“Accounting Talk” – Organizer** * **“Career Dimensions” – Organizer** with the **SZABIST Marketing Society** * **“Brand’s Anatomy” – Organizer** with the **SZABIST Marketing Society** * **“Corporate Finesse” – Organizer** at **SZABIST, Karachi** |

# ▶ Skills & Interests

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| * Excellent working knowledge of Microsoft Word, Excel and PowerPoint * Online gaming, music, sports, movies etc. |

# ▶ References

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| * Will be furnished upon request. |