***MUHAMMAD AKMAL ***

[**makmal69@yahoo.com**](mailto:makmal69@yahoo.com)

**PERSONAL INFORMATION**

|  |  |
| --- | --- |
| **Father’s Name** | **Saeed Ahmed** |
| **Date Of Birth** | **03RD September 1979** |
| **N.I.C No** | **31201-0317037-7** |
| **Permanent Address** | **Behind Telephone Exchange Ahmedpur East** |
| **Postal Address** | **-DO-** |
| **Contact No.** | **0300-2388733, 062-2272632** |

**OBJECTIVE**

To secure a position as a public relations / marketing professional in order to utilize my administrative, marketing, and interpersonal skills with accuracy and efficiency while maintaining a motivated, productive, and goal oriented environment for the entire professional team on board while maintaining extensive customer loyalty.

**ACADEMIC QUALIFICATION**

**MBA (Marketing) Virtual University**

**B.Sc** The Islamia University of Bahawalpur

**TOOLS KNOWN**

* MS WORLD, MS EXCEL, MS POWEPOINT.
* INTERNET

**WORK EXPERIENCE**

BUSINESS DEVELOPMENT EXECUTIVE**,**

**NESTLE PAKISTAN FROM JUNE 2015-ONWARD**

***RESPONSIBILITIES.***

* ***Improvement in the infrastructure of the distributor.***
* ***Responsible for primary and secondary sale.***
* ***Maximum availability of all products in the market.***
* ***Responsible for the Implementation of 100% order booking systems in all towns.***
* ***Preparation of Monthly and per day targets for order bookers.***
* ***Responsible for execution of products on every outlet according to trade channels.***
* ***Responsible for Advance ordering, settle receivables, stock management.***

**Pre-Selling Officer,**  **From April 2013-june 2015**

**Coca Cola Beverages Pakistan Limited, Ahmedpur East.**

***Responsibilities:***

* To increase market sales by order taking.
* To handling the market complaints & merchandising.
* To manage targets according to company’s requirement.

***Achievements:***

* Maximized the availability of all Brands of CCBPL.
* Managed sales targets as per company’s required levels.

**Sales Officer, From May 2012-FEB-2013**

**PATRON CHEMCALS Pvt. Ltd.**

***Responsibilities:***

* To monitor market sales, stock of distributors to increase the availability.
* To handling the market complaints & claims.
* To manage targets according to company requirements.

***Achievements:***

* Maximized the availability of all Products of PATRON Chemicals (Pesticides) in each area.
* Managed sales targets as per company’s required levels..

**Sales Officer, Feb2009-April 2010**

**Shamim & Co (Pvt) Ltd Multan (Pepsi Cola Bottlers).**

***Responsibilities:***

* To monitor sales, stock of distributors to increase market share..
* To increase availability of all brands & packages of PCI product.
* To maintain market share according to company’s required level, brand and package wise.

***Achievements:***

* Twist 1.5Ltr packages in my respective area according to company standard.
* Achievement of availability standard as per PCI requirements.
* Won monthly incentives on maintaining the market shares and achievement of
* availability standard as per PCI requirements.

**Personal skills & competencies**

* Well in written & oral communication.
* Good interpersonal skills acquired through Team Work and group projects.
* Leadership experience in Distribution & Sales team management and in market place.
* Can accept challenging assignment and carry them successfully.
* Can perform well in high stress situations.
* Deliver what I commit.
* Strong Analytical Skills.
* Team player

**REFERENCES**

**References will be furnished on Demand**