** Owais khan**

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**Career Summary**

Possesses over four years of multivariate experience out of which the major part comprises of brand management, marketing strategies formulation, client services, sales management, business development and team building. This makes me a diversified professional who can contribute in providing a new paradigm shift to the product management domain with my out of the box thinking abilities, initiatives taking approach and relationship building potential with clients. My work experience ranges from formulation to execution of brand and marketing strategies with a flavor of innovation in it and managing corporate clients. This wide range of experience of dealing in diversified areas has helped me become a leading team player and a trend setter who can develop pain areas for an organization with providing exponential revenue growth, yet establishing profound theoretical knowledge and skills necessary for brand management.

**Manager Marketing & Sales** **at Back Ground Check Group August 2015 to Present**

Role and Responsibilities:

* Managing branding activities and launching of conventional products as well as digital products for the group.
* Heading the client servicing area
* Leading sales, creative and technical teams to ensure smooth execution and timely delivery of the projects
* Managing IT business unit and its products portfolio
* Beefed up the revenues within a short span
* Strategic alliances and region development to enhance market share
* Pitching IT solutions to prospects and clients
* Managing new product inception domain and its launch to inculcate untapped market segments
* Formulation of branding and marketing strategies to enhance the outreach and beef up revenues
* Project Management
* Devising and implementing business development strategies and exploring new business avenues
* PR management
* Market Intelligence and adding value to the products
* Brand Activation and outreach
* Marketing collateral formulation

**Assistant Manager (Marketing, Sales, Training & Development) at Tradekey Pvt Ltd. 2012 - 2015**

Role and Responsibilities:

Brand Management, Marketing Strategies, Social Media Management, PR management, Client Servicing, Relationship management, Business and Market Analysis, New Business development, Sales Management, Training & Development, New Product Development, Sales Process Management, Strategic alliances, Corporate Relations, Channel sales partners, Brand positioning, outreach and activation.

Achievements

* Leading the marketing and sales domain due to my leadership skills and initiatives taking approach
* Formulating and ensuring execution of Marketing strategies to solidify positioning of Tradekey
* Providing Export Solutions to exporters all around the globe
* Heading the Training & Development council in order to develop performers
* Relationship Management with Key Corporate Accounts for service delivery
* Lead the development of Russian sub-domain ([www.russian.tradekey.com](http://www.russian.tradekey.com)) for concrete positioning and ensured its effective digital marketing to generate results.
* Translation of marketing collateral in Russian which provided a boost to new prospect acquisition and increased brand outreach in Russian region.
* Repositioned the Brand with regionalized approach following the idea of, “Think global but act local” which provided the growth of 130% in annual revenue.
* Successfully trained and managed the sales force and beefed up revenue to 129% for the year 2014.
* Introduced Digital Marketing Services as a new product to clients.
* Strategy building and ensuring execution of micro blogging on Social Media.
* Strategic Alliance with, “B2B Blogger” one of the biggest Press Releases Promotion company of Russia
* Joint venture with the biggest B2B portal of CIS region (all.biz) which beefed up the clientele and opened up a new revenue channel.
* Strategic alliance with one of the biggest Textile Exhibition organizers in Russia known as “TAF ASIA”
* Acquired Offline Channel Sales Partners for Tradekey
* Collaboration with a famous local Russian B2B portal.
* Worked with local giants like Servis, Engro and etc.

**Process Supervisor at *Beltexco Pvt Ltd.* 2011 - 2012**

Role and Responsibilities:

* Lead and train the whole process team
* Critically evaluate and improve production processes currently implemented within the organization
* Research and Development over the process and product

Achievements

Came up with a replacement of a hazardous solvent and carried out some experiments successfully and proposed the idea of replacing the polymer which got accepted by the management.

**Client Services Manager at TimeSvr 2010 - 2011**

Role:

* Managing the team for Extensive Business Projects and Client services
* Management of social media marketing for company and clients
* Managed Key Accounts
* Relationship building and management in various capacities such as customer management, key account management and marketing management
* Meeting timelines and ensuring timely follow ups regarding projects outsourced by the clients
* Business development activities

**Academics / Certifications**

* **Master’s in Business Administration (MBA) Marketing**– Institute of Business Management, Karachi (Weekends)
* Master’s in Applied Chemistry & Chemical Technology (MSc.) Applied Chemistry–University of Karachi, Karachi
* Bachelor’s in Applied Chemistry (BSc. Hons) Applied Chemistry–University of Karachi, Karachi
* Intermediate and O’ Levels cleared
* Top Contributor Certificate in Global Business Today Workshop at Tradekey
* Certificate for being the public speaker of the seminar, “Role of Applied Chemistry in Industries”
* Internship in Textile Wet Processing at Clariant Pakistan Ltd.

**Extracurricular Activities and Hobbies**

* Keen interest in the use of social media platforms (Twitter, LinkedIn, Face book, etc)
* Reading blogs and books.
* Worked as Radio Jockey for Fm 103 and an online radio station
* Music, workout and socializing with innovative people

**Skills and Abilities**

* Good knowledge of MS Office
* Managerial skills and mentoring capabilities
* Trend setting approach and leadership qualities
* Takes initiatives and generates success stories out of them
* Public speaking skills
* Excellent oral and written communication both in Urdu and English
* Intense ability to learn and groom