

Wasia Urooj

Business Development Manager

Work Experience

March 2023- Present
Mohsin Naveed Ranjha, Gujranwala.

Business Development Manager

- Generate daily and quarterly reports to analyze business performance and sales trends, providing insights for strategic decision-making.
- Develop quarterly sales reports to identify high-performing products and collaborate with marketing teams on targeted promotions to maximize sales.
- Prepare and present tailored proposals to prospective buyers, aligning offerings with client needs to drive business growth and enhance customer satisfaction.
- Oversee inventory across sales points and manage resources to ensure alignment with operational goals and cost efficiency.
- Manage product data for new collections on the website, ensuring accurate technical specifications and enhancing online presence.
- Elevate custom packaging for PR packages to enhance brand image and client experience, contributing to overall marketing efforts.

Jan 2022 - 2023
Hussain Rehar, Lahore.

Assistant Production Manager

- Created monthly pre- and post-production plans
- Supervised and supported production staff to ensure the company's standards and procedures.
- Assisted in cost-controlling to identify areas of cost-savings.
- Oversaw inventory level of raw material.
- Prepared and submitted production progress reports to senior management.

Jun-July 2018
Zohar Rahman , Lahore.

Intern

- Quality management of manufactured jewellery
- Content creation for daily social media feed

May- 2018
Sharif Jewellers

Intern

- Learned traditional jewellery-making techniques, Filigree and Granulation.
- Hands-on experience with client management.

Freelance and Colabrations

Abeera Usman- 2022

- Collaborated on the 2022 Velvet Collection by providing custom jewellery pieces.

Elan-2021

- Paid collaboration by providing custom jewellery pieces.

Reference

- Available on request.

Contact

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Lahore, Pakistan

Education

- Pakistan Institute of Fashion and Design
Gems and Jewellery Design
Completed in 2021

Skill

- Cross-functional Collaboration
- Brand Development
- Sales & Inventory Management
- Negotiation
- Critical Thinking
- Communication Skills
- Data Analysis
- Performance Reporting
- Campaign coordination
- MS Office (Advance Level)
- Production Optimisation
- KPI Management

Awards

Broadcast Vol. 1 at O'Art Space - 2022

• Selected as emerging artist and exhibited my jewelry pieces.

HSSC Scholarship, 2014-2016

• Honoured with 100% scholarship for my intermediate studies.