

M. MUZAMMIL SOHAIL

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Summary

Strategic business development leader with forward-thinking and creative approaches to developing revenue channels, capitalizing on market conditions, and enhancing sales funnels. Proven track record in driving growth across diverse industries through innovative strategies and dynamic leadership. I am committed to evolving professionally and exploring global opportunities that align with my vision for a brighter future.

Core Competencies

- Ms-Office
- Ms-Word
- Ms-PowerPoint
- Urdu In Page Typing
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premier Pro
- Video Editing
- Front Sales
- Lead Generation
- Paid Acquisition
- Cold Calling
- Data Entry
- CRM Proficiency
- Store Operations
- Customer Support
- Staff Management
- Customer Acquisition
- Sales Pipeline Management
- Marketing
- Market Research
- Relationship Building
- Reporting capabilities
- Sales Presentations
- Operations

Work Experience

Business Development Executive | HOD of Paid Acquisition Department
SPARKERS DIGITAL - Karachi, Pakistan | 03/2023 to Current

- Managing and optimizing digital advertising campaigns across multiple platforms to drive targeted traffic and achieve business goals.
- Collaborating with the marketing team to create effective ad strategies that align with company objectives and deliver measurable results
- Providing chat support and handling client calls to address queries, offer tailored solutions, and build strong relationships
- Analyzing campaign performance metrics, identifying opportunities for improvement, and implementing data-driven changes to enhance outcomes
- Strengthening client engagement by delivering exceptional service and maintaining consistent communication to foster trust and loyalty
- Preparing detailed performance reports, sharing insights with stakeholders, and contributing to strategy adjustments based on data trends and client feedback.

Sales Executive | SIMATION TECHNOLOGIES - Karachi, Pakistan | 07/2022 - 03/2023

- Research, track, maintain and update leads.
- Contact prospects to qualify leads
- Direct email marketing to key clients and prospects

- Research and maintain lead generation database
- Conduct customer research
- Participate in the preparation of proposals and / or sales presentations.

Food & Beverage Supervisor | LASANIA RESTAURANT - Karachi, Pakistan | 01/2020 - 10/2023

- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting
- Controlled costs and optimized spending via restructuring of budgets for labor, capital assets, inventory purchasing and technology upgrades.
- Achieved or exceeded financial goals on regular basis by controlling expenses, optimizing schedules and regulating inventory usage.
- Recorded inventory sales into organization's weekly income report
- Conducted monthly inventories of raw materials and components on work floor
- Reviewed and monitored scheduling, purchases and other expenses to maintain quarterly budget
- Analyzed and interpreted store trends to facilitate planning
- Managed inventory control, cash control and store opening and closing procedures
- Reviewed performance data to monitor and measure productivity, goal progress and activity levels.

GRAPHIC DESIGNER VIDEO EDITOR - POST PRODUCTION | THE REAL MARKETING PVT Ltd. - Karachi, Sindh | 01/2019 - 12/2020

- Worked with clients to gather and define requirements, establish scopes and managing project milestones
- Applied knowledge of production to create high-quality images, videos, and motion graphics
- Applied creative expertise to present marketing concepts
- As a video editor and post-production expert, I work with digital media to edit, refine, and enhance video content to meet the desired creative vision and technical requirements
- Developed creative design for print materials, brochures, banners, and signs
- Created digital image files for use in digital and traditional printing methods.

Education

Aptech Computer Education | Karachi, Sindh | 09/2024
DIPLOMA: SOFTWARE ENGINEERING

SMIT Saylani | Karachi, Sindh | 08/2024
DIPLOMA: Amazon FBA

GOVERNMENT MONOTECHNICAL COLLEGE | Karachi, Sindh | 01/2020
Associate Degree In: D.A.E Electronics Technology

GOVERNMENT NATIONAL COLLEGE | Karachi, Sindh | 01/2019
HSC: Pre-Engineering

ATATURK PUBLIC SCHOOL | Karachi, Sindh | 01/2017
SSC: Computer Science

Personal Information

- Date of Birth: 11/17/2001
- Nationality: Pakistani

Languages

Urdu: First Language

Urdu:  C2
Proficient (C2)

English:  B2
Upper Intermediate (B2)