




# UZAIR ABDULLAH

## Public Relationship Officer

Public Relations Officer | Communications Specialist  
Sales & Customer Representative | TeleSales banking

### CONTACT

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-  malikuzi55@gmail.com
-  [LinkedIn Profile](#)
-  Spain Cluster S06, International City Dubai

### EDUCATION

#### University of Sargodha, Main campus

BS Information Technology & Communications

Aug 2014- July 2018

### HARD SKILLS

- Internal & External Communication
- Public Relations & Public Speaking
- Retail & corporate banking
- Credit cards & personal loans
- Leads generation
- Sales Representative & marketing
- Event Management
- Corporate communications
- Customer Support & Services
- Phone antiquates
- Tele sales , Tele calling
- Microsoft office, word, Excel
- Graphics Designing
- Canva Editing
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### ABOUT ME

Dedicated and detail-oriented Public Relations specialist with 4+ years of experience. I am a skilled communicator with excellent presentation, negotiation, and persuasive speaking abilities. I also have customer services and sales representative experience to develop leads to grow a business. I have worked directly with customers to recommend products and services to fit their needs. I am responsible for developing PR campaigns and maintaining agency and client relationships.

### PROFESSIONAL EXPERIENCE

#### United Bank Limited JHN Branch

Relationship officer  
Jan 2022 - June 2023

Key responsibilities:

- Build and nurture strong relationships with existing and potential clients.
- Understand clients' financial needs and provide personalized solutions related to credit cards and personal loans.
- Promote credit card and personal loan products to prospective clients.
- Educate clients on the features, benefits, terms, and conditions of different offerings.
- Meet sales targets by identifying and pursuing opportunities for cross-selling credit card and personal loan products.
- Generate leads through various channels, including referrals, networking, and outreach.
- Analyze income, expenses, credit scores, and other relevant factors to make informed decisions. Maintain accurate and organized records of client interactions, applications, and approvals.
- Prepare and submit necessary reports to track sales performance and outcomes.
- Stay informed about industry trends, competitors, and market conditions related to credit cards and personal loans.

## SOFT SKILLS

- Problem Solving
- Decision making
- Communications
- Multi-tasking
- Teamwork
- Leadership
- Management



## Certificates & Awards

- Certificate of Creating a Communications Strategy
- Certificate of Media Relations
- Certificate of Brand and Marketing Integration
- Certificate of Project management
- Certificate of Graphics designing
- Certificate of Best Anchor/Host
- Certificates of Best Employee of the months (PSCA as communicator)
- Certificate of appreciation for managing Spark Expo event
- Certificate of appreciation for arranging cyber security seminar
- Certificate of Appreciation for volunteer work

## LANGUAGES

**English** (Fluent)

**Urdu** (Native)

**Arabic** (Basic)

## REFERENCE

**Muhammad Asim Raza  
Mustafai**

Digital Marketing Specialist  
SAWA Group , Duabi

+971-569944839

## Public Relations & communications specialist

Punjab Safe Cities Authority Lahore

Nov 2019- Dec 2021

Key responsibilities:

- Create effective communication strategies for the company/ organization
- Develop Strong Relations with Customer and Increase product/ Services Sales
- Coordinate external and internal communications flow
- Plan events, seminars and press conferences
- Build long-term relationships with influencers and key stakeholders
- Communicate with media and Manage media inquiries
- Design sketches of the mass media announcement
- Manage Social media Campaigns & Awareness
- Media Anchor/Host ( News, Products Marketing)
- Provide Customer Support 24/7

## Achievements

- 3 times Employee of the month out of 400 Employees as a Communications Specialist
- Got Certificate of appreciation as a best Public Speaker
- Increase Viewership on social media by 30 %
- Successfully managed Special and mega events
- Managed International delegation events as PRO

## Harvest Global Marketing

Sales and Customer Representative

July 2018 - Oct 2019

Key responsibilities:

- Actively engage with potential customers to understand their needs and promote our products/services.
- Identify and pursue new sales opportunities through cold calls, inbound & outbound calls, referrals, and networking.
- Provide accurate information about products/services, pricing, and promotions to customers.
- Meet or exceed monthly and quarterly sales targets.
- Manage credit card sales and personal loans
- Maintain an organized and up-to-date customer database.
- Follow up with leads and customers to ensure customer satisfaction and repeat business.
- Handle customer inquiries, concerns, and complaints promptly and professionally.
- Collaborate with the sales team to develop strategies for achieving company sales goals.
- Provide feedback to the management team regarding customer preferences and market trends.
- Respond to Email, Text , Live chat and calls Inquires.
- Front desk Management
- Manage CRM and other marketing tools for sales lead .