

JUNED UR REHMAN BHATTI

SENIOR MANAGER GROWTH



CONTACT

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SKILLS

- Business Development
- Growth
- Digital Marketing
- Sales
- Leadership
- Problem Solving
- Team Leading & Motivation
- Communication
- Negotiation
- Data Analysis
- Prompt Engineering
- Artificial Intelligence
- Operations Management

EDUCATION

- **BS-Business Informatics**
Hamdard University
2003-2006
- **Aptech Certified Computer Professional**
APTECH
2002-2003

TRAININGS

- 1 year Management Trainee Module at NIBAF Islamabad, covering Banking Operations, Audit, Compliance, Credits, Foreign Trade, Treasury Operations, Documentation and communications.
- Secured **2nd** position in a country-wide Certified Manager Operations Course at Askari Bank Ltd.
- 20+ soft skills trainings including Leadership, Sales, Marketing, Team Management, Conflict Resolution, Time Management & Motivation.

PROFILE

A highly skilled and accomplished Senior Manager with extensive experience in business development, digital marketing & sales, finance & banking in different industries in leadership & managerial roles. A self-motivated, result-oriented individual, who possesses a unique blend of leadership, conflict resolution & problem-solving skills. A quick learner & a natural leader, with a proven ability to leverage technology to optimize performance and drive results. I seek to utilize my skill set and expertise in an environment, where I can continue to grow and make a meaningful impact.

WORK EXPERIENCE

Senior Manager Growth

Bird Eye Visions

Jan 2021 - Present (2 yrs 11 mos)

- Develop and execute integrated growth strategies that encompass digital marketing, sales, and customer service functions.
- Set clear growth goals and KPIs to monitor the performance and effectiveness of each department.
- Overseeing digital marketing strategies, campaigns, and channels to acquire and engage customers.
- Collaborate with the marketing team to optimize digital advertising, SEM, social media, and email marketing efforts.
- Analyze data to refine marketing approaches and improve customer acquisition.
- Develop and implement customer service processes and standards.
- Provide leadership, guidance, and direction to digital marketing, sales, and customer service teams.
- Foster teamwork and ensure alignment with the overall growth strategy.
- Allocate and manage budgets for digital marketing campaigns, sales initiatives, and customer service operations.
- With efficient resource utilization while maximizing ROI I have doubled the revenue in 2 years.
- Utilize data analytics and reporting tools to measure the effectiveness of all growth-related activities.

Manager Digital Marketing & Sales

Bird Eye Visions

Jul 2016 - Dec 2020 (4 yrs 6 mos)

- Achieved revenue growth during peak recession and exceeded targets using modern digital marketing techniques.
- Developed and executed comprehensive digital marketing strategies aligned with company goals and objectives.
- Managed pay-per-click (PPC) campaigns, including Google AdWords, to drive traffic and conversions.
- Created and managed social media marketing campaigns, engaging with the audience and growing social media followers.
- Develop and execute email marketing campaigns, including building email lists, designing templates, and analyzing performance.
- Monitor and analyze the performance of digital marketing campaigns using tools like Google Analytics, and make data-driven adjustments for improvement.
- Manage the digital marketing budget effectively, allocating resources for maximum ROI.
- Conducted training sessions for teams for thorough understanding of the products and services & mastering at relationship building.
- Generated leads, and established and nurtured client relationships.

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SENIOR MANAGER GROWTH

SELF EMPLOYED & FREELANCE WORK

- Programming & Web Designing
- Real Estate Investments & Consultancy
- Agriculture Farming
- Stock Investments & Consultancy
- Documentations & Underwrite Agreements relating to investments
- Digital Assets Investments

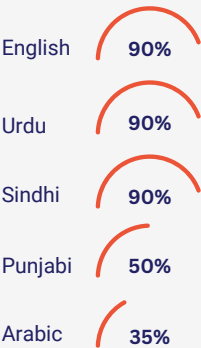
VOLUNTEER WORK

Worked as a volunteer in Pakistan's rural areas in 2010 & 2022 floods. Provided food, drinking water & temporary shelters to hundreds of families.

INTERESTS

- Fitness
- Swimming
- Travel
- Cricket
- Books

LANGUAGES



WORK EXPERIENCE

Assistant Vice President - Branch Banking

Faysal Bank Ltd

Jul 2015 - Jun 2016 (1 yr)

- Achieved 100% targets of financial loans origination and deposit growth.
- Improved customer satisfaction and retention by providing excellent customer service.
- Built and maintained strong relationships with key stakeholders, such as customers, regulators, and other departments within the bank.
- Identified and mitigated risks associated with lending, compliance, and other operational activities within the branches.
- Achieved high standards of compliance with regulatory requirements and internal policies.
- Built a high-performing team that delivered results and focused on customer service, and provided them with training and development opportunities.

Branch Manager

MCB Bank Ltd.

May 2014 - Jun 2015 (1 yr 2 mos)

- Achieved financial targets set by the bank, such as deposit mobilization, consumer & commercial lending.
- I was responsible for building and maintaining strong relationships with customers, regulators and departments within the bank.
- Increase business development and sales, such as cross-selling and other marketing initiatives.
- Continuously monitoring and analyzing the branch's performance data to make informed decisions and take corrective actions.

Operations Manager

Askari Bank Ltd

Feb 2009 - April 2014 (5 yrs 6 mos)

- Implementing and maintaining effective operational systems and processes, such as customer service, compliance, and risk management.
- Identifying and mitigating operational risks that could negatively impact the branch.
- Achieving compliance with regulatory requirements and internal policies.
- Secured **2nd** position country-wide Certified Manager Operations Program & was awarded best Branch Operations in the region.

Management Trainee

Askari Bank Ltd

Jan 2008 - Jan 2009 (1 yr 1 mo)

- Selected as a Management Trainee after a rigorous selection process for a year-long training at NIBAF, Islamabad. Training included Branch Operations, Credits, Foreign Trade and Treasury.

Customer Service Officer

Ufone

May 2006 - Feb 2007 (10 mos)

- Responsible for all the customer related services & issues and resolution to the same. It inculcated a customer-centric approach in my professional career.

Market Research Officer

Helpline Trust

Jan 2006 - May 2006 (5 mos)

- Responsible for all the customer related services & issues and resolution to the same. It inculcated a customer-centric approach in my professional career.