

ARSLAN AWAN



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Objective

Obtain a position that will enable me to use my strong marketing & research skills, sales/ business development background and abilities to work well with people. To make the company grow and in turn grow with the company.

Key Skills

• Marketing Research	• CRM	• Contract Negotiation	• Public Relations
• Marketing Strategy	• Brand Management	• Association Endorsement	• Sales Operations
• Media Partnership	• Budget Management	• Event Management	• Team Management
• Business Process Improvement	• Business Development	• Govt. Endorsement	• Product Marketing
• Operations Management	• Business Intelligence	• Key Account Management	• Social Media Marketing
• People Management	• Research	• Negotiation	• Digital Marketing
• Pre & Post Event Activities	• Closing Deals	• Project Management	• Direct Marketing

Career Highlights

- Extensive experience in Research, Marketing and Sales in Corporate World and sales in B2B Industry.
- Interacting with Multinationals & Conglomerates, understanding their Corporate Goals and help them realize their Goals by creating an exclusive business platform and conducive environment for learning and networking.
- Market Analysis – Facilitate with the researches such as Market studies, Organizational studies, Competitive analysis, SWOT analysis, PESTEL analysis etc.
- Identified best business opportunities & monitored corporate activity of high impact prospects in the key sectors.
- Organize highly successful corporate events and assisting in organizing promotional events & exhibitions.
- Develop and support company in implementation of its marketing campaigns.
- Marketing organizations to reach greater heights by PR, client follow up, networking and building relations.
- Manage teams, Administrative support and liaising with clients, customers and suppliers on daily basis with different communication modes on daily basis by driving company's commitment to customer satisfaction.

Key Deliverables

Sr. Marketing Officer & Research Analyst

– Market Research	– Agreement for Distribution with international organizations
– People Management	– Making Presentations and Research Documents
– Training the team	– Negotiations with potential clients
– Run Marketing Campaigns	– Providing Business Solutions & liaising with customers and suppliers
– Drafting Power Point and Word Pitches	– Proofreading and analyzing sales figure and reporting to GM

Team Leader

– Negotiations and People Management	– Sales Presentation and Online demonstrations
– Business Development	– Closing Deals
– Online Marketing	– B2B and B2C
– Market Research	– Motivating team, Training and Development

Customer Care Representative

– Generate sales on outbound campaigns	– Upsell products & services
– Business Development	– Follow up on customer inquiries not immediately solved
– Online Marketing	– Recognize, document & alert supervisor of trends in customer calls
– Quality Control	– Recommend process improvement to higher management

Professional Experience



Company Name : Al Dhafra Group
Duration : Apr'2013 - Till date.
Latest Job Function : **Sr. Marketing Officer & Research Analyst**
Regional Exposure : United Arab Emirates

- Create content for corporate marketing collateral, website/blog/social media, and other initiatives.
- Provide business development support activity with existing/potential Joint ventures.
- Market analysis – Facilitate with the researches such as Market studies, Organizational studies, Competitive analysis, SWOT analysis, PESTEL analysis etc and also involved in different primary & secondary researches.
- Company's registration in Oil & Gas, Utility, Commercial & Private sector.
- Developing and maximizing third party relationships to deliver on brand objectives and strategies.
- Contributing to long-term marketing, product plans & strategies by identifying new product opportunities.
- Assisting in organizing promotional events & participating in exhibitions. Implementation of company marketing campaigns.
- Forecasting, hunting & gathering information on new projects & those under design stage.
- Administrative support including: database maintenance, project reporting, and presentation materials preparation.



Company Name : **MTBC – Medical Transcription & Billing Corporation – Islamabad, Pakistan**
Duration : Feb'2012 – March' 2013
Job Function : **Team Leader – Business Development**

- Manage team of 15 people to achieve the monthly target.
- Worked on CRM software to manage client's database.
- Eliminate problems, difficulties and discrepancies among team members and clients.
- Helping with training and development & Reporting to senior level management.
- Assess and generate prospects needs and document potential sales opportunities.
- Achieve defined metrics associated with the channel. This includes B2B calls, lead conversions, online sales presentations, opportunity creation and management.
- Liaise and attend meetings with other company functions necessary to achieve and exceeds targets.

Attainment:

- Got on board, 75 high revenue generating practices as new clients, despite challenging market and increased competition.
- Helped increase the team productivity in sales by giving maximum number of online sales demonstrations during my tenor.



Company Name : **Infospan Incorporation PVT Ltd. – Islamabad, Pakistan**
Duration : Feb'2009 – Jan' 2011
Job Function : **Customer Care Representative**

Attainment:

- Throughout the 1 year tenure, over achieved the assigned sales target.
- Was declared employee of the month for 2 straight months.

Conferences, Workshops and Trainings attended:

ABU DHABI, UNITED ARAB EMIRATES	ISLAMABAD, PAKISTAN
• Market Research Workshop – Training , 2013, DED	• Internship in Marketing Department of Pakistan Intl Airline, 2011
• Trade Shows-Sales Mission Prep Workshop, 2014, DED	• Global Training Conference (Sales & Marketing), 2012
• Estidama, Pearl Rating System 2014, UPC	• Building Customer Relations & Identifying Consumer behavior

Worked with Industry/ Sector:

• Research & Development	• Supply chain	• Logistics	• Oil and Gas	• Agriculture
• Construction & Infrastructure	• Quality	• Water Networks	• Government	• Energy
• Marketing & Advertising	• Import & Export	• Finance	• Utilities	• Certification
• Health, Safety, Environment	• Human Resources	• Medical & Healthcare	• Aviation	• Telecom & IT

Academia

2012	:	Bachelor of Science, Business Administration BS(BA) - "Marketing" Comsats Institute Of Information Technology, Wah, Islamabad - Pakistan
2007	:	CL-XII from Askari College, Rawalpindi - Pakistan

Personal Dossier

Date of Birth : 19 July 1988.
Language Proficiency : English, Urdu.
Location Preference : UAE, GCC
UAE Driver's License : 2170867
Total Working Experience : 5 Years