

Mir Usman Ghani

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Summary

A results-driven, customer-focused, articulate and analytical marketer. Strong in design integration and problem-solving skills. I would like to further develop my skills with a company that can offer opportunities for growth and career advancement. My professional experience in SEO includes site analysis, on-page optimization, off-page optimization, and link building for businesses and professionals.

Experience

Dynatech (A subsidiary of University of South Asia)

SEO Specialist (March 2024 to Date)

Key achievements & responsibilities

- Analyze and Audit University of South Asia (USA) websites to identify SEO improvement opportunities
- More than 34% of Organic Traffic on the University Website in one quarter
- Increase Domain Authority from 27 to 32
- Performing On-Page SEO Title tags, URL optimization, Headings tags, Content Optimization, Image Optimization, Image Alt tags
- Generate Sitemap.xml for USA
- Check internal links of USA website
- Conduct keyword research and analysis to identify opportunities for SEO campaigns
- Revamp university custom (jango) website to WordPress from WordPress developer
- Fix Google Search Console Errors
- Provide regular reports and analysis to shareholder on website performance, insights, and recommendations for optimization

Aqsum Mir Photography

Video Editor (Jan 2023 – Jan 2024)

Key achievements & responsibilities

- Knowledge of video-editing software (Adobe Premier Pro)
- Colour correction
- Sound editing
- Storytelling techniques
- Different styles and formats of wedding videos, such as cinematic, documentary, and highlight reels

Continental Biscuits Limited

Territory Sales Manager (March 2021 – July 2022)

Key achievements & responsibilities

- Managed annual business portfolio of Rs. 45 million.
- Ensured achievement of organic and real internal growth targets through a balanced primary & secondary sale with efficient utilization and controls on trade and other financial budgets.
- Distribution handling and ensuring all SOPs are met at distribution end.
- Managing merchandising supervisor and merchandiser at Trade star shops.
- Preparation of sales and area coverage plans and execute proper strategies to gain maximum output towards the achievement of pre-set targets.
- Hiring of sales staff including sales operations & route settlement.
- Executing an effective distribution set up to tap entire markets.
- Ensuring adequate stock mix through monthly cycle planning estimates and liaison primary ordering.
- Implementation of agreed distribution plans and business development initiatives.

Bisconni Pvt Ltd

Territory Sales Manager (April 2020 – March 2021)

Key achievements & responsibilities

- Development and performance of all sales activities in assigned section
- Staffs and directs a sales team and provides leadership towards the achievement of maximum profitability and growth in line with company vision and values
- Responsible for building profitable relationships with customer, increasing market share of Bisconni products, analysing market dynamics, target achievement and focusing on company's fundamentals (distribution, pricing, shelving, and merchandising)
- Maintained and updated regional sales statistics pertaining to different segments to optimal level of details
- Update on transit stock to offer maximum stock to sales team
- Successfully managing stock, sales and after sales service at MunchMart.pk

Code Ninja Pvt Ltd

Business Development Manager (Oct 2019 – March 2020)

Key achievements & responsibilities

- Documented process flows and developed requirements for functional improvements and enhancements to maximize user engagement
- Generated leads and prospect customers
- Gathered customer needs and worked with product development teams to implement changes based on feedback
- Write blogs

Friesland Campina Engro Foods Ltd

Regional Sales Operation Officer (June 2015 – December 2018)

Key achievements & responsibilities

- Implemented new claim system for error free all -in-one integration
- Spearheaded project to bring distributor investment from 45 days to 25 days via efficiency in reimbursement
- Developed new formats to help management team to make sound business decisions
- Training and development of Distribution/ Sales team
- Developed sales tracker SKU, brand, UHT, salesman and segment wise to help sales team keep track of sales
- Audited distribution warehouse on monthly basis for keeping stock hike as per company policy

Abu Dawood Pakistan

Business Support Executive (June 2014 – June 2015)

Key achievements & responsibilities

- Maintained and updated regional sales statistics pertaining to different segments to optimal level of details; at Section/ Variant level for all channels i.e. HFS, WS, MR and Institutional sales.
- Developed regular business reports on core sales KPIs to facilitate sales management team at ATCO
- Initiated sales launch plan for Duracell and Ferrero in terms of drop size, productivity and cluster mapping

Izhar Group of Companies

Assistant Manager Marketing & Sales (Oct 2011- Dec 2013)

Key achievements & responsibilities

- Established relationships with core clients in private and government sector and brought them on-board with Izhar i.e. DGTP, PAF, Pak Refinery via Channel Marketing of UPS, Fire Alarms systems etc.

Education

Master in Business Administration (CGPA 3.17) – Marketing Major

Institute of Business Administration (IBA), University of the Punjab, Lahore

Bachelors in Business Administration – Marketing Major

Institute of Business Administration (IBA), University of the Punjab, Lahore

Certification

Fundamentals of Digital Marketing – Google Garage (2019)

Software(s)

Ahref, Adobe Premier Pro

Workshops

Professional Communication – Lahore University of Management Sciences (LUMS) (May-June 2013)

Activities and Interests

Soccer (Football), Swimming, Social Media, Troubleshooting, Traveling, Google Forms & Survey Monkey, YouTube Marketing.