

# SHAHEER ALI KHAN

Milton, Ontario, Canada [shaheertiger1@gmail.com](mailto:shaheertiger1@gmail.com) 905-626-9919

## SUMMARY

Experienced Sales Specialist with 7 years of experience in developing, implementing, and managing sales strategies. Proven track record of success in developing high-value sales opportunities and utilizing data-driven methods to maximize profitability.

## EXPERIENCE SECURITY GUARD

**National Port Security Services Inc.**

**Hamilton, November 2022 - Present**

- Recording the names of visitors and ensuring that guests sign in upon arrival and exit

Keeping a vigilant eye on the port premises, detecting any suspicious or criminal behavior, and preventing theft or vandalism

- Collaborating with port authorities to ensure compliance with security protocols and regulations

## CASHIER

**Mary Browns Chicken**

**Milton, January 2022 - Present**

- Constructed transaction reports on a daily basis, maintaining an accurate cash drawer and balanced cash at the end of the shift.

- Maintain a clean and organized checkout area, including the arrangement of merchandise, promotional displays, and signage.

- Utilize technology effectively to process transactions, including scanning barcodes, applying discounts, and utilizing electronic payment systems.

- Provide assistance with other tasks as assigned by supervisors or managers, contributing to the overall efficiency and success of the store.

- Maintain a positive and proactive attitude, showing flexibility and adaptability in a fast-paced and dynamic retail environment.

## BRAND MANAGER

**Sawat Wool**

**Islamabad, January 2018 - December 2022**

- Increased Presence across all digital platforms.

- Developed and implemented a comprehensive nationwide sales and marketing campaign that included direct mail, email, print and digital advertising, social media, and public relations, resulting in a 185% increase in profitability.

- Developed and monitored market research data to measure the impact of the campaign's performance, resulting in a 545% growth in website click rate and a 224% increase in brand awareness.

## Sales Specialist

**Cobble**

**Lahore, January 2014 - December 2016**

- Consistently achieved and exceeded monthly sales targets, surpassing quota by an average of 20%.

- Increased average deal size by 15% through effective upselling and cross-selling strategies.

- Maintained a sales conversion rate of 40%, outperforming the team average of 30%.
- Reduced customer churn rate by 15% through proactive account management and exceptional customer service.
- Implemented a customer referral program that generated 10 new leads per month, contributing to a 10% increase in sales.
- Mentored and coached junior sales team members, resulting in an improvement in their individual sales performance.

## CONTENT MANAGER

### Best Bezelless Monitor

Lahore, January 2010 - December 2016

- Developed and implemented content strategies that resulted in a 50% increase in website traffic and a 30% growth in organic search rankings.
- Managed a content calendar and successfully met deadlines for content production, ensuring consistent and timely delivery of content to the target audience.
- Utilized analytics tools to track content performance and user behavior, optimizing content based on data-driven insights to improve user engagement and conversion rates.
- Developed and maintained relationships with external content contributors, resulting in a diverse range of high-quality content and expanded brand visibility.
- Implemented content distribution strategies, including email marketing campaigns and social media promotion, resulting in a 35% increase in website referral traffic.

## PROJECTS

### Marketing Lead

Hult Prize

January 2021 - January 2022

- Developed and executed comprehensive marketing strategies to promote the Hult Prize NGO's mission, programs, and initiatives globally.
- Led a team of marketing professionals, providing guidance, feedback, and support to ensure the successful implementation of marketing campaigns.
- Conducted market research and competitor analysis to identify target audiences, key messaging, and effective marketing channels.
- Created and managed the organization's marketing calendar, coordinating and aligning marketing activities with key events and program timelines.
- Developed compelling marketing materials, including brochures, videos, website content, and social media posts, to raise awareness and drive engagement.

## EDUCATION

### Diploma

Seneca College

Newnham, Toronto 2023

### Bachelor of Computer Science Minor in Marketing

National University of Modern Languages

Islamabad, 2022

## SKILLS

Front End : HTML

Soft Skills: Marketer, Content Creator, Blogs

Technical Skills: Shopify, Wordpress , Facebook Ads,