

## Personal details

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## Profile

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### Objective

I have always believed myself to be someone who is capable of making a difference wherever I go and leaving my mark. I thrive in challenging environments that enable learning and growing as an individual. I have strong grit and an untiring attitude. I expect myself to work where people are passionate about their work and pay strong emphasis on not only their professional development but also their peers.

## Work Experience

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Jan 2023 – Feb 2024

### **Business Development Manager** **Softbeats Pvt. Ltd, Lahore**

My roles and responsibilities are centered on the following areas namely:

- Business Growth
- ERP, Web/App Development, Custom Project Sales
- Designing and executing client retention & growth strategies
- Handling Local & International Sales
- Hands-on Mobile App Development, AngularJS, ASP .NET, PHP, Android Apps, Python sales product & Custom Projects
- Team Management

Jan 2021 - Dec 2022

### **Sales Manager** **Klues Pvt. Ltd**

- Was responsible for business development and increasing Company sales turnover
- Worked as a Sales Manager for various service industries through online platforms such as Upwork and LinkedIn.
- Also locked sales partners in Pakistan, North America, as well as in Middle East.
- Developed strategies to increase lead generation, pricing, and sales conversion rates resulting in successful collaborations with clients from different parts of the world.
- Leading Sales & marketing team end-to-end from lead generation to closure.
- Managing both Topline and Bottom-line for the category with a margin of high sales Conversion industry-wise
- Ensuring Monthly Sales Targets, met timely, and developing renewal contracts with existing & and new partners/clients

- Meeting with new clients to make FRD, Product demonstration, and convert into a deal
- Developing & and executing strategies for profitable deals and sales conversion rates.
- Worked with the technical team in the sector (Industries) and futurist features to retain positions and target new prospects
- Monitor customer buying trends, market conditions, and competitor actions to adjust strategies.
- Assisting marketing team with brand building, market positioning, and social media presence
- Aligning Sales and marketing goals to meet company objectives.

**Feb 2019 - Dec 2020**

#### **Assistant Sales Manager**

##### **Gluon Pvt. Ltd, LAHORE**

- Was responsible for business development and increase company sales turnover
- Successfully managed to deliver new growth opportunities by expanding in different cities in Pakistan.
- Developed Annual & Monthly Sales Forecast & Projected Revenue. Converting leads into Successful Sales contract
- Ensuring Monthly Sales Targets, met timely and developing of renewal contracts with existing & new partners/clients.
- Also locked sales partners all over Pakistan & International
- Meeting with new clients face to face for detailed product demonstrations
- Develop and execute strategic business plan in accordance with assigned sales territory & sector
- Monitor customer buying trends, market conditions, and competitor actions to adjust strategies.
- Responsible from qualify (Initial Contact) and till successfully solution deployment at the customer end

**Apr 2018 - Jan 2019**

#### **Business Growth and Relationship Officer**

##### **The University of Lahore**

- Involved in Sap successful Implementation
- Increased revenues and supported business goals by developing public relations strategies and campaigns (Different TV Commercials) Monitored, followed-up and escalated cases to meet customer response commitments.
- Providing assistance to the accounts collection team handling bank accounts related issues (reconciliations)
- Resolving student issues with collaboration of student affairs department
- Coordinates, develops and promotes programs and services with team aimed at enhancing the student experience
- Maintain on-going, broad-based consultation and collaboration with students.

**Jun 2017 - Feb 2018**

#### **Territory Sales Officer**

##### **Friesland Campina & Engro; Pakistan Limited**

- Assisted territory Sales Manager in the execution of sales strategy to achieve goals.
- Sales Growth with collaboration with the team
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Conversion of competitor's outlets into Engro exclave's outlets, Retention of existing outlets
- Monitoring display, Merchandising, freezer purity, and integrity. Target follow-up and achievements.

- Work on three major things continuously-Increase sales turnover - new calls (meetings with new customers) - retain existing customers. Oversaw the development of traditional and social media marketing campaigns to drive sales and customer engagement.

## Education

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Sep 2018 - Jan 2020	<b>MBA - Sales &amp; Marketing</b> <b>University of Engineering and Technology, Lahore</b>
Sep 2013	<b>Bachelor's in business; administration</b> <b>Bahauddin Zakariya University, Multan</b>
Sep 2011 - Jun 2013	<b>Intermediate in Commerce</b> <b>Allama Iqbal Commerce College</b>

## Certification & Courses

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### Learning History;

- Artificial Intelligence (AI) For Managers |**Lums** | Feb 2023
- Successful Negotiation: Essential Strategies & Skills |**Coursera Online** | December 2022
- Certification on Negotiation Skills for high Performance Sales |**SMEDA** | 2022
- Brand Development and Management | **NBDP- SMEDA** | July 2022
- Course Prospecting Funnel Covert into your Sales Pipeline |**Alison Online** | 2021

## Skills

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### Business Skills

- Branding
- Marketing & Business Strategy
- Growth & Development Planning

### Technical Skills

- LinkedIn Sales Navigator
- SalesQL & Evaboot Tool for Lead
- extensionAdept in Microsoft Word & PowerPoint
- Familiarity in working with VLOOKUP, Pivot Tables, & SUMIF functions, INDEX.
- Skilled in SPSS, Nvivo, and Sap s/4 Hana
- Presentations, Mockup designing, Project Road Maps
- ERP solutions - database installation, chart of account mapping and deep understanding of many industries processes for ERP solution.

### Interpersonal Skills

- Good Written and Verbal English, People Skills, Contract Negotiation, Problem Solving,
- Ability of Convincing, Team Leadership, Time and Self-Management and Presentation skills
- Data Driven

## Interests

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■ Content Creation, Politics, Current Affairs, Music & Travelling

## Languages

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English	Good
Urdu	Fluent
Punjabi	Fluent
Saraiki	Fluent

## References

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- Tariq Mehmood (+923334998835) Deputy General Manager | Kohinoor Mills Ltd Lahore
- Azhar Mahmood (+923334668955) – Engineering Manager |PABC Faisalabad,