

Syed Murtaza Tirmizi

MBA

As an experienced Product Manager I constantly strive towards knowledge enhancement, efficiency improvement and business development.



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SKILLS

Product Development

Product Roadmap

Product Marketing

Brand Marketing

Profit & Loss Management

Business Development

Data Analysis

WORK EXPERIENCE

Product Manager

Zwilling J.A. Henckels Canada

06/2018 - Present

Markham, Ontario

One of the largest and oldest manufacturers of kitchen knives, scissors, cookware and flatware.

Achievements/Tasks

- Manage cast iron cookware, ceramics, and small domestic appliances.
- Responsible for overall strategy, roadmap, pricing, and feature definition for over 800+ products.
- Entrusted with developing and launching Zwilling's first ever electric appliance business.
- Able to launch 50+ new products each year on average.
- Through successful P&L management, product development and business development, experienced 80% portfolio growth.

Assistant Product Manager

Groupe SEB

04/2017 - 06/2018

Toronto, Ontario

A large French consortium that produces small appliances, is the leader in linen care, and the world's largest manufacturer of cookware.

Achievements/Tasks

- Worked on Canada's #1 linen care category and a fast growing small domestic appliance category.
- Conducted all product presentations during line reviews with major customers.
- Launched a full line of small domestic appliances under KRUPS and Lagostina brand at Walmart & Canadian Tire.

Brand Marketing Coordinator

Campari Canada

01/2016 - 04/2017

Toronto, Ontario

An Italian company active since 1860 in the branded Wine & Spirits beverage industry.

Achievements/Tasks

- Worked on branding and marketing for exciting brands such as Wild Turkey Bourbon, Forty Creek Whisky, and SKYY Vodka.
- Successfully launched two nationwide campaigns that resulted in 7% business growth. Campaigns included Forty Creek Whisky's "From a Good Place" and SKYY Vodka's "Claim Your Cali".

Marketing Project Coordinator

Sumac Nonprofit Software

07/2015 - 12/2015

Toronto, Ontario

A CRM software focused on increasing efficiencies for nonprofit companies.

Achievements/Tasks

- Projects included SEO off-site link building, market analysis, and extensive competitor analysis.
- Analyzed year old sales records and presented strengths, weaknesses, opportunities for improvement, and unique takeaways.
- Conducted customer data transfer for new clients.

WORK EXPERIENCE

Sales Consultant

Future Shop (BestBuy)

07/2011 - 03/2015

Canadian electronic store chain.

Toronto, Ontario

Achievements/Tasks

- Worked in the home office section which included selling computers, computer accessories, printers, and software.
- Ranked in the top 10% of salespeople for Future Shop across all locations in Canada.
- Exceeded targets by selling warranties and services as high as 25% on overall sales volume.

EDUCATION

Web Development & Coding Certificate

University of Toronto

02/2021 - 07/2021

Masters of Business Administration

Lazaridis School of Business Economics - Wilfried Laurier University

04/2018 - 12/2020

Major

- Strategic Management

Honors Bachelor of Administrative Studies

York University

09/2010 - 04/2015

Major

- Marketing

VOLUNTEER EXPERIENCE

Social Media Volunteer

Brotherhood Soccer League

11/2018 - Present

An non-profit indoor Soccer League focused on developing the sport while building brotherhood within the community.

Milton, Ontario

TECHNICAL SKILLS

Programming Languages

HTML, CSS, JavaScript

Marketing

Google Analytics, Salesforce, PCM

LANGUAGES

English

Native or Bilingual Proficiency

Urdu

Full Professional Proficiency

INTERESTS



Soccer



Travel



Stocks & Investment



Gaming