**Cover Letter**

To,

Manager HR,

With due respect it is stated that I have MBIT (Finance) from University of the Punjab Lahore. I have Professional experience in sales and Marketing and you will find it in me as have done sales and marketing in Zong and Dalda foods Ltd. You will find in me a well-spoken & energetic, Confident and Motivational person on whom you and your customer can rely.

I have started my sales career from Dalda Foods Pvt Ltd in Modern Trade Department as a Store Officer and then got multiple promotions from store officer to **Regional Operations Manager cum Sales Executive** where my overall job description is to check all SKUs stock position of all Brands and comparison with stock standards, Plan Activities for all SKUs according to HoReCa/SCO and Trade for direct customers (Metro, MAF, Imtiaz Stores, Zubaida Associate) and LMT distribution Channels and monitoring as per the KPI’s for Shops and direct customers, Supply chain management (Channel wise), Price implementation Nationwide IMT and LMT Channels, DBR Implementation, Data Analysis & GAP identifications, Target Monitoring and setting, Administration controls, Primary & Secondary Sales Monitoring and identify Zero Sales SKUs, Coordination in cross functional department, Forecasting & growth analysis, JBPs, Area wise/Territory wise Performance development plans (PDPs) etc.

I have also worked in General Trade Department where my job responsibilities were to monitor channel wise (Wholesales, retail, convenience store, Outer Customers and dealer networks) sales, target vs execution, trade spend, growth analysis and Rolling forecast (Territory wise /Area wise & Region Wise).

Worked in University of Central Punjab in Career Placement Office as an Assistant Manager Internships where my job responsibilities are

* Handling internship by engaging HR department of the leading industry organization
* Regularly updating students regarding different internships
* Scheduling interviews and coordinating with companies
* Managing sector wise database of prospective HR employers
* Counseling the students regarding their professional career
* CV writing sessions with students on daily basis
* Organize events such as on campus recruitment drives, career fair, sector wise HR meet ups, Mock Interviews and networking sessions/Panel Discussions etc.
* Conducting preparation/ training sessions of students regarding Jobs/ Internships

I shall try my best to satisfy you by my performance enclosed my resume’ for Additional Information and my experience.

Best Regards

Anam Tarif

**ANAM TARIF**

House No. 15/3, Street No. 49, Samanabad, Lahore.▪anamtariff08@gmail.com▪0331-6295535, 04237555346

|  |  |
| --- | --- |
| EDUCATION | **University of Punjab,** Lahore 2012  Master’s in Business and IT (MBIT)  Graduated in 1st division with CGPA of 3.25/ 4.0  **University of Punjab**, Lahore 2008  Bachelor of Commerce (B.Com-IT)  Graduated in 1st division  **Board of Intermediate and Secondary Education**, Lahore 2006  Intermediate (F.Sc. Pre-Medical)  Graduated with B+ grade |
| GRADUATE **RESEARCH** | * Master’s thesis on ‘Impact of non-financial incentives systems on employee commitment’ (2012). (Published) in April 2016.   **Link:** <http://journals.iobmresearch.com/index.php/PBR/article/view/664>     * Investment and portfolio analysis of companies listed on stock exchange (2011). * Financial analysis of Lakson Tobacco & Pakistan Tobacco (2010). * Business feasibility report for managing small businesses with a budgets of upto   Rs. 0.5 million (2010).   * Marketing and product launch plan for Lipton (2009). |
| IT PROJECTS | * Created an automated system of data entry and supply management for a sample pharmacy store as part of Master’s final IT project. The project covered functional areas of development including SDLC phases, DFD’s, relational models, cardinalities using MS Access and interface design in VB (2010). * Developed automated software for dummy grocery store inventory management in Vb.Net and medicine inventory control system in Oracle 10g express. * Website development in Dreamweaver CS4. |
| INTERNSHIPWORKING EXPERIENCEVOLUNTEER WORKJOB ASSIGNMENTACHIEVEMENT | Interned at the Bank of Punjab (July-August, 2010).Worked at Zong CMPak as a CSO. (1st November 2012 to 30th June 2013).Worked at Dalda Foods PVT Ltd as a Store Officer. (1st July 2013 to 9th Feb 2014)  * Worked at Dalda Foods PVT Ltd as an Assistant Manager Sales Administration in Modern Trade Department (10th Feb 2014 till 30th September 2015) * Worked at Dalda Foods PVT Ltd as Snr.Assistant Manager Sales Administration in Modern Trade Department (1st October 2015 till 30th April 2016) * Worked in Dalda Foods PVT Ltd as Snr.Assistant Manager Sales Administration in General Trade Department (1st May 2016 till 15th Feb 2017). * Worked in Dalda Foods PVT Ltd as a Sales Executive cum Regional Operational Manager in Modern Trade Department. (16th Feb 2017 to 30th June 2018). * Worked in University of Central Punjab in Career Placement Office as an Assistant Manager Internships.(20th Dec, 2018 till 30th October, 2019.) * Did Volunteer work at Teach a Child (TAC) School – an educational project of “The Helpcare Society” that exclusively work for the benefit of the underprivileged segment of the society.   **Regional Operational Manager cum Sales Executive (Dalda Foods Ltd)**   * Deals in Region Operations Matters (Coordination with cross Functional Department, Targets setting & Monitoring, Planning & Forecasting, DBR Implementation, Handling distribution inauguration processes , Secondary Sales Monitoring, Data Analysis, Growth Analysis, Yearly Rolling Forecast, Timely Implementation of Trade Offers into system and Claim Settlement , JBPs, etc)   **Assistant Manager Internships (UCP)**   * Handling internship by engaging HR department of the leading industry organization * Regularly updating students regarding different internships * Scheduling interviews and coordinating with companies * Managing sector wise database of prospective HR employers * Counseling the students regarding their professional career * CV writing sessions with students on daily basis * Organize events such as on campus recruitment drives, career fairs sector wise HR meet up, networking sessions etc. * Conducting preparation/ training sessions of students regarding Jobs/ Internships  Merit Laptop holder under the Shahbaz Shareef youth initiative scheme.  * Awarded as Hero of HoReCa Title for the Month of October 2013. * Awarded Best AMSA National and Ring of Honor in year 2015. |
| IT SKILLS **TRAINING SKILL** | * Proficient in MS Office, SPSS, Tiger Pro, TAT, VB.Net, Oracle 10g Express, Edraw Max, Dreamweaver CS4. * Taiz Raftar Lagatar by Trainer Farhad in 2014 * Edge (Every Day Great Execution) by Trainer Umair Jalia wala in 2015. * Sales Cheetas by Trainer Umair Jalia wala in 2015 * Game Changers by Trainer Farhad in 2016. * Seminar at Employability Skills in 2019 by Naqeeb Consulting. * Training Certification in Freelancing course under DigiSkills Training Program. |

**REFRENCES** Suitable references will be furnished on request.