



Fazal Aleem Khan

Digital Marketer

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Professional Experience

- Sr. Marketing & Sales Executive** Mar 2019 - Present
Charomatex Chemicals- Lahore
Developing and growing the commercial relationships of assigned leading industrial customers while prospecting for new accounts to increase market penetration. Managing sales pipeline to drive new business opportunities to commercial success.
- Digital Consultant/Client Services** Feb 2018 - Mar 2019
Brand Impact Marketing - Dubai
Created a portfolio of client accounts and monitored the ongoing activities related to them. Managed, reviewed progress and delivered the client's required service. Conducted meetings with the clients as well as informed them about the current work status of their projects. Worked with in-house designers to produce materials of visual impact and within brand guidelines.
- Retention Executive, Life Cycle Management** Feb 2017 - Jan 2018
Du Telecom - Dubai
Made phone calls precisely address their inquiries in a professional manner. Created excel spreadsheets to track customer data and perform an intense reconciliation process. Utilized Siebel software for data entry of customer service information for accuracy and quality control.
- Marketing & Sales Executive** March 2015 - Nov 2016
The Oasis Golf & Aqua Resort - Lahore
Conducted market research to identify selling possibilities and evaluate customer needs. Actively seeking out new sales opportunities through cold calling, networking and social media. Setting up meetings with potential clients and listen to their wishes and concerns.

Education

- Digital Marketing Course** Oct 2019
Online Udemy - Dubai
Relevant Coursework: SEO, SEM, Social Media Marketing, Affiliate Marketing, Email Marketing, Inbound Marketing, Landing pages and lead pages Tool, Blogging, Google Analytics,
- Master of Business Administration, Marketing & Finance** Dec 2015
LSE - Lahore
Relevant Coursework: Marketing Management, Consumer Behavior, OB & HRM, Marketing Strategy, Brand & Promotions Management, Business Policy/Law, Market Research, Financial/Managerial Accounting, Advanced Corporate Finance
- Bachelor of Business Administration, Marketing & Media** April 2012
LSE - Lahore
Relevant Coursework: Micro/Macro Economics, Communication Skills, Business Computing, Creative/Academic Writing, Advertising, Export Marketing, Marketing for Services, Industrial Marketing, Film Direction/Production, Web Designing & Online Journalism

Summary

- Poised and articulate professional with exceptional skills in supporting global leadership teams in the development and implementation marketing strategies to capture new markets and increase profitability.
- Trained in conducting research and analyzing and interpreting data to aid in decision-making efforts.
- Adapt at communicating across diverse international audiences and collaborating cross-functionally to achieve corporate objectives.
- Creative and innovative thinker with strength in aiding in the delivery of marketing communications and development of content for sales/marketing collateral.

Area of Expertise

- Digital Marketing
- Competitive Intelligence
- Relationship Management
- Market Research/Analysis
- Sales/Marketing Strategy
- Customer Service
- Strategic Planning
- Advertising
- Negotiations

Computer Skills

MS Office (Word, Powerpoint, Excel Outlook), Adobe (Photoshop/Illustrator), Movie Maker, CRM

Other Information

- Date of Birth: 25-Dec-1991
- Languages: English, Urdu, Hindi, Punjabi
- Marital Status: Single