



Usman Haneef

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PROFESSIONAL SUMMARY

Results-oriented recent college graduate with a Master of Business Administration (M.B.A.) in Marketing (3.07 GPA), with 8 years of work experience. Aiming to leverage academic experience and a proven knowledge of brand management, product launch, and distributor management to successfully fill the Marketing Manager role at your company. Frequently praised as hard-working by my peers, I can be relied upon to help your company achieve its top to bottom goals.

SKILLS

- Online and traditional marketing
- Friendly and professional communications
- Promotions and marketing strategies
- Microsoft Office Suite, SAP, QAD, IBM Notes, Infor CRM, Google G Suite.
- Operations Management
- Client Service
- Report Development
- Customer Relations Skills
- Team Development

WORK HISTORY

STOREKEEPER

07/2014 to 06/2015

Ras Al Khaima Grand Station | Ras Al Khaima, UAE

- Received, merchandised and arranged all shop items for visual display.
- Maintained customer satisfaction with quick and professional handling of product returns.

SALES OFFICER

10/2015 to 12/2021

Pakistan Autos | Multan, Pakistan

- Developed sales strategy based on research of consumer buying trends and market conditions.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty, and enhancing operations.

TERRITORY SALES EXECUTIVE

01/2022 to 09/2023

PepsiCo | Multan, Pakistan

- Exceeded targets by building, directing, and motivating high-performing sales team.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.
- Communicated regularly with territory, regional, and strategic managers for daily support and strategic.

EDUCATION

Master Of Business Administration (3.5) | Marketing

03/2022

Alama Iqbal Open University, Islamabad Pakistan

LANGUAGES

English:

Intermediate (B1)

Punjabi:

Bilingual or Proficient (C2)

Urdu:

Bilingual or Proficient (C2)