

Choudhry Zulfiqar Sadiq



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OBJECTIVE:

Seeking a progressive position in a growing multinational company and recognized brand that will give me the opportunity to demonstrate my capabilities by over achieving business results and enhance professional career.

PROFILE:

Hardworking skills, approachable and highly motivated person who finds communication at all levels both spontaneous and easy. I am able to perform well under pressure and work equally on my own or as part of a team. I am keen to develop my international management career and I am consistently aiding my development through studies and high-level trainings. I have fourteen (14) years of progressive experience in sales, marketing & events management positions in developing and enhancing business. Exceptional communication and presentation skills, with excellent leadership and team motivational ability.

ACADEMIC QUALIFICATIONS:

Bachelor of Computer Sciences. Sep, 2007 - Leicester College of Technology, London – United Kingdom

Bachelor of Computer Sciences. Aug, 2003 University of Karachi, Karachi – Pakistan

Diploma in Associate Mechanical Engineering. Sep, 2000 Safe Polytechnic Institute, Karachi – Pakistan

PROFESSIONAL EXPERIENCE:

CREATIVE SOLUTIONS ADVERTISING & EVENTS MANagements SERVICES - GHADAF INTERNATIONAL GROUP HOLDING

Business Development Manager – Mena Region - Jeddah, KSA

Jun 18

Duties & Responsibilities:

- Leading projects by taking the brief from the client, sharing it with my team and supervise them and planning according to the timeline.
- Create different kinds of business opportunities for client & make sure that business will give return profit to client.
- Prospecting and developing new client relationships within a defined and targeted market.
- Consulting with clients on new business development and presenting them with new ideas on how to increase their brand equity
- Developing innovative proposals & delivering strategic presentations on brand positioning.
- Managing and mentoring a team of account executives
- Responsible for various training programs within the agency, whether it be internal employees or HR hired for various projects
- Managing the creative and graphic team by assigning tasks on key visuals and ensuring work is done within the given period.
- Managing budgets and expenditures
- Generating new client leads and following up with them on a timely basis.
- Taking care of various client campaigns from ATL & BTL perspective both
- Leading idea generation sessions with the internal team and presenting my thoughts and views on all the ideas presented

- Preparing and planning presentations to present to the client.
- Compiling costing sheets and preparing estimated to be submitted to the client
- I am responsible for coordinating and managing team to work for new sale leads, giving them sales created by myself and creative solution customer (potential and existing)
- Build and maintain relations with senior level decision makers i.e. Owners, Chairman, CEO, MDs, General Manager, etc.)
- Assessing, selecting and managing vendors and suppliers who offer value service and at a comparative value.
- Managing brand consistent brand presence via PR and marketing communications

Jobs Executed Transportations Division:

Successfully gained and managed the following jobs and client's approvals.

- AlSharif Group Holding SGH - Event, Planning, Management & Supplies, Jeddah
- Emaar - King Abdullah Economic City, Community Management BBQ Event, Planning, Management & Supplies, Thuwal Jeddah
- Ibrahim Al Qurashi Outlets – Trunkey Project, Jeddah, Riyadh, Dammam, Tabuk, Jizan, Al baha and many more cities.
- AlSharif Group Holding SGH – External Signage Solutions Designing, Production, Supplies & Installation, Jeddah
- Savola Sugar – Costume Made Display Stand Designing, Production, Supplies & Installation KSA Wide, Jeddah
- International Truck Center ITC – Signage Solutions External & Internal Production, Supplies & Installation, Jizan Road, Jeddah
- Careem - Riyadh Season - Boulevard, Truss, Lighting, P3 Led Screen, Sound Systems Supplies, Installation & Management Supplies, Riyadh
- Careem – Riyadh Season – Boulevard, Kiosk Designing, Production, Installation & Management Supplies, Riyadh
- Careem – Riyadh Season – Boulevard, Golf Carts Rental & Management Supplies, Riyadh
- Careem - Riyadh Season Winter Wonderland, Main Branding, Production, Installation & Management Supplies, Riyadh
- Careem - Riyadh Season Winter Wonderland, Golf Carts Rental & Management Supplies, Riyadh
- Savola Afia Oils – Factory Branding Including Warehouse, Planning, Designing, Supplies & Installation, Jeddah
- Savola Afia Oils – VIP MEETING CENTER, Planning, Designing, Supplies & Installation, Jeddah
- Savola Afia Oils – Re-Creation Center, Planning, Designing, Supplies & Installation, Jeddah
- Riyadh Season - Winter Wonderland, Production, Installation & Supplies, Floor Management Teams supplies, Riyadh
- Happy Eid Asia Live Concert & Festival, international singers, playing area for kids, Food courts, Management & Supplies, Jeddah
- Hajj & Ummrah International Forum – Alharthy Exhibition Center – Main Branding indoor and outdoor – Unipole Branding – indoor Octanorm booth supplies & Installation, Jeddah
- Afia International Company – Re-Creation Room Project Designing Planning, Production, Installation & Supplies, Jeddah
- AlSharif Group Holding SGH – Golf Carts Rental & Management & Supplies, Jeddah
- Emaar – King Abdullah Economic City – Corporate Branding Management Office, Thuwal Jeddah
- Emaar - King Abdullah Economic City, Exhibition Hall Planning, Production, Installation & Supplies, Thuwal Jeddah
- Bridgestone – Al Talaya, Corporate Event for Management Training Setup & Supplies Jeddah, Riyadh
- Abdul Latif Jameel – Toyota Camry 2018 Test Drive for Ladies at Tehlia & VIP Souvenirs, Production & supplies, Jeddah
- KAIA - King Abdullah International Airport -Albaik Food Company Limited-Brand Branding, Production & Installation, Jeddah □ Abdul Latif Jameel Daihatsu, Printing & Distributions Kingdom wide, Jeddah
- Abdul Latif Jameel Gift Items supplies, Jeddah
- Abbot Pharmaceutical 3 Days Training & Seminar at Intercontinental Hotel, Jeddah
- Abdul Latif Jameel VIP Executive Gift Items supplies, Jeddah

AMERICAN GOLFINN CARTS – BIN ZOMAH GROUP ‘Golf Carts, Passenger Carts, Commercial & Industries Carts, Custom Made Carts & Electric Batteries

Head Sales & Marketing Middle East & Mena Region – Jeddah, KSA

Mar 18 Jun 18

Duties & Responsibilities:

- Creating policies/procedures for work-flow, contract management.
Corporate Sale Units into Private & Government sector
- Corporate Sales, Maintenance Services & Rentals Producers

- Vendor management - Planning, coordinating and conducting onsite events Leading projects by taking the brief from the client, sharing it with my team and supervise them and planning according to the timeline.
- Create different kinds of business opportunities for client & make sure that business will give return profit to client.
- Prospecting and developing new client relationships within a defined and targeted market.
- Consulting with clients on new business development and presenting them with new ideas
- Developing innovative proposals & delivering strategic presentations on brand positioning.

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LUXURY CARTS – BALUBAID GROUP ‘Golf Carts, Passenger Carts, Industries Carts & Garden Equipment’

Director Sales & Marketing Mena & Africa Region– Jeddah, KSA

DEC 16 MAR 18

Duties & Responsibilities:

- Creating policies/procedures for work-flow, contract management, Corporate Sale Units into Private & Government sector
- Corporate Sales, Maintenance Services & Rentals Producers, forecasting inventory level management Warranty services producers - ERP Management, Inventory video editing, creation/management. Social Media Marketing, Facebook, Twitter, YouTube Channel management
- Web Site Management, Copy-writing Radio scripts - Copy layout, print media
- Vendor management - Planning, coordinating and conducting onsite events Leading projects by taking the brief from the client, sharing it with my team and supervise them and planning according to the timeline.
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IMPOSSIBLE GROUP ‘Event Management, Public Relation & Marketing’

Business Development Head – Jeddah, KSA

Dec 14 – Nov 16

Duties & Responsibilities:

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Jobs Executed Transportations Division:

Successfully gained and managed the following jobs and client's approvals.

- Emaar - King Abdullah Economic City, Marina Festival Event Planning & Supplies, Jeddah
- Municipality - Amanah Jeddah – Joggers Park Rehab Dist Event Launch, Planning, Production Supplies & Setup, Jeddah
- ALDO Renovation Projects, Makkah, Jeddah, Riyadh and Dammam.
Emaar - King Abdullah Economic City, Breast Cancer Activity, Supplies & Installation, Jeddah
Bridgestone – Al Talaya, Sales Event Planning, Production & Setup Jeddah, Riyadh & Dammam
- Natural Touch Brand Turnkey Project, Taif, Al Baha, Riyadh, Ghassim
- KAEC - College of Business & Entrepreneurship, VIP Guest Service from Airport to KAEC, Jeddah
- KAEC - College of Business & Entrepreneurship, Event Planning & Supplies, Jeddah
- Emaar - King Abdullah Economic City, Community Management BBQUE Event, Planning, Management & Supplies, Jeddah
- DKNY – Renovation Project, Jeddah, Riyadh & Dammam.
- Abdul Latif Jameel – Custom Made Leather Folder, Production & Supplies, Jeddah
- Body Shop LuLu – Turnkey Project, Jeddah, Riyadh
- Ajil Financial Services Company- Designing & Printing Annual catalogue & VIP Souvenirs, Production & supplies, Jeddah
- Nizah Group – Certificate Wall, Production & Installation, Jeddah, Riyadh & Dammam
- Emaar - King Abdullah Economic City, Supply of Stainless steel & installation, Jeddah
- Emaar - King Abdullah Economic City, Supply material for Recreation centers & installation, Jeddah
- Ideal Oasis Co, Makkah Haramain expansion Project, Supply of CCTV Setup & installation, Jeddah
- Abdul Lateef Jameel, Supply & Installation Sunshades, Jeddah

GULD ADVANTAGE AUTOMOBILES LLC / RENAULT

Senior Marketing (Western Region)

DEC 10 – MAR 14

Duties & Responsibilities:

- Developing and implementing creative marketing strategies that will make an impact, support the brand and drive sales and online traffic, skyscraper, default banner, teaser, expandable banners, sponsored games on car networks, business networks, social networks, news network and youth networks.
- Managing the marketing budget on day to day basis.
- Producing innovative and cost-effective promotions both in printing and online.
- Delivering an events programs to ensure that brand presence in maximized and strategic objectives are met.
- To provide marketing direction and support to retail & fleet sales team.
- Produce, coordinate and deliver and supporting marketing materials.
- Support distributors marketing activities by providing innovative ideas and excellent strategy in product marketing & competitive analysis.
- Conduct market research / survey to understand the market situation, competitor's best practices.
- Handle and manage marketing material library.

OTHERINTERESTS:

- Repairing or fixing Own Jeep and Heavy Motor Bikes, Desert Lover, Heavy Duty Karts
- Playing football, Snooker, Long Tennis, Billiard & Cricket. Reading books, Online Research, Reading News & Events

PERSONALDATA:

Date of Birth : 29/March/1979 – Age 41
 Nationality : Pakistani
 Marital Status : Married + two Kids
 Saudi ID (Iqama) : Valid

Driving license : Saudi License Valid
Languages : English (Fluent), Arabic (Fluent), Urdu (Native) References can
be provided if requested.