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# Arshad Subhani

## Objective

A position in which my organizational abilities, interpersonal skills, professional education, analytical thinking and experience become beneficial for the company and for myself.

### **Al Rabie Saudi Foods Company – Saudi Arabia**

### **Marketing Manager (Drinks category) Jan 2019 to mar 2022**

Acting as a brand champion both internally and externally and ensuring full compliance with the brand guidelines and messaging across all solutions

* To Maximize category turnover through proactive management strategies.
* To Incorporate suggested changes to layouts and promotions to drive sales.
* To Establish budgets for planned activities and controlled expenditure to meet targets.
* To Optimize sales methods to best engage, acquire, and retain customers.
* To Oversee planning and execution of targeted sales and marketing strategies.
* To Collaborate across teams to develop key messages for campaigns, programs and content syndication including thought leadership, market reports, surveys, and client success stories.
* To Evaluate & optimize the marketing and pricing strategies.
* To Analyze the market trends and prepare forecasts (Using Nielsen RMS data)
* To Generate new business leads.
* To Design & deliver scalable marketing programs and campaigns that provide value added content that is suited to consumers & customers’ needs as well as interests
* To Increasing brand awareness and market share.
* To Coordinate marketing strategies with the sales, Finance & Advertising Agency.
* To Develop & managing the marketing department's budget.
* To Oversee Trade Marketing and promotional campaigns.
* To work closely with S&OP

### **Al Rabie Saudi Foods Company – Saudi Arabia**

### **Head Trade Marketing & Product Brand Management**

###  **Jan.2014 to Dec 2018**

* Defines Category trade marketing KPIs across all categories in the country
* Contributes to category marketing plans, with customer & category analysis and promotional strategy
* Leads and supports trade marketing team in developing and implementing promotional strategy in line with brand priorities and media plans across the Kingdom
* Presenting Category strategies/ vision and 4P strategy to our customers
* Key contact for the Marketing Director and Brand Marketing team with regards to all promotional and customer activity
* Plan, develop and direct marketing efforts for a particular brand or product
* Assist integration of campaigns with brand consistency
* Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research
* Analyze sales data to update a brand or category portfolio, determine new products and delete underperforming products
* Work closely with departments such as manufacturing and R&D to consult on package and product as it relates to branding
* Write reports, specifications and creative briefs

### **Al Rabie Saudi Foods Company – Saudi Arabia**

### **Head Category Management Aug.2004 to Dec 2013**

* Preparation, implementation and evaluation of Marketing plan.
* Initiation, implementation and monitoring of sales promotion campaigns.
* To monitor the Brand Health of the product.
* To analyze market opportunities & developing marketing strategies based on market information, trends, behavior & competition.
* To make sales & Marketing Plan for New Product Launches.
* Making strategies for Vertical and Horizontal Growth through competitive availability and visibility.
* To develop, plan & execute innovative promotional plans with the non-trade & across brand promotions.
* To carry out regular market audits (availability, visibility, competition, market intelligence).
* To do BTL planning & execution in collaboration with sales & distribution.
* To Synchronize ATL & BTL campaigns.
* Demand forecasting planning.

##  ACHIEVEMENTS

**a) Became the Leading Brand in JNSD (Juice-Nectar-Still Drinks) Industry in Year 2019**

**b) Achieved Bronze Medal in the Individual category of Al-Rabie “Itqan Excellence Award” Year 2013**

**c) Registered Double growth (20%) more than the industry in our Still Drinks Category in year 2010**

**d) Registered Double growth (43%) than the industry in our Pasteurized Juices Category in year 2009**

**e) Successfully Launched / executed Flavor of the month promotion on our Juices in year 2008, lead towards tremendous sales achievement.**

### **SUN FOODS ISLAMABAD, Pakistan Jan.1998-Aug.2004**

##### SUN FOODS’S SYNOPSIS INCLUDES

* Pioneer in the Import of Both **Danish & French Cheese** from Dubai & France
* Exclusive distributor of Car Freshener **(Little-Trees)** for the Territory of Pakistan
* Quality Audit Approved Company by **General Mills** for Distribution of **Häagen- Dazs** Ice Cream for the Territory of Pakistan.
* Exclusive distributor of **Ocean Spray** Juice for the Territory of Pakistan.
* Sun Foods is one of the Prominent Clients of **NTDE** (National Trading & Developing Establishment) Dubai for Imports of various confectionery items & commodities.
* **General Trading Company** Carlstadt NJ USA one of the newly established business Associates of Sun Foods.
* Exclusive Distributors of Jacali Belgium Chocolates for the territory of Pakistan
* Exclusive Distributors of Ducdo Belgium Chocolates for the territory of Pakistan.

#### Sales & Marketing Manager Jan.2002-Aug.2004

* Hiring of Marketing & Sales staff, their training in diversified portfolio management to coordinate the sales team.
* Holding meetings with Managers Sales & Marketing to have the latest update about the performance of their nominated areas.
* To make new Distributors for the comprehensive coverage of the market.
* To monitor the distributor’s performance.
* To maintain the sales level in accordance with the sales targets and to boost the sales with different campaigns when required.
* To review the pricing strategy depending upon the marketing objectives.

### **SUN FOODS ISLAMABAD, Pakistan Jan.1998-Dec.2001**

#### Sales & Distribution Manager

* To establish an effective Marketing Information System.
* To maintain and grow current relations with privilege customers.
* To analyze the markets to determine the advertising need and to further implement the advertising plan in accordance with the predetermined advertising objectives.
* To make different promotional strategies for the marketing team.
* To carry SWOT analysis for strategic planning.
* To keep update my High Dominion side by side.
* Visit the market to have updated knowledge about supplies, packages and flavors availability, competitor activity etc.
* Managing the trade and consumer promotion in the area.

## Academics

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| December  | 1997 | MBA | Marketing |  | International Islamic University, ISLAMABAD. |

## Professional Education

* Attended 2 - days workshop on **Assortment Management** by Nielsen at Jeddah KSA
* Attended 3 – Days Workshop on **Advanced Strategic Business** Development Program at Riyadh KSA
* Attended 2 – Days Workshop on **Consumer Confidence** by Nielsen at Jeddah KSA
* Attended 3 – Days Workshop on **Retail Audit Analysis** by Nielsen at Riyadh KSA
* Attended 3 – Days Workshop on **Marketing Strategy Innovation** by Al-Rabie at Riyadh KSA
* Attended 3 – Days Workshop on **People Management Skills** by Al-Rabie at Riyadh KSA
* Attended 1 – Day Seminar on **Printing and Graphics** by Tetra Pak at Riyadh KSA.
* Attended 1 – Day Seminar on **Building Brand Equity** by Media Quest Corp. at Riyadh KSA.
* Attended 1 – Day Seminar on **Strategic Goals organized** by Tetra Pak at Riyadh KSA.
* Attended 1 – Day Seminar on **Health & Nutrition** organized by Tetra Pak at Riyadh KSA.
* Attended 3 – Days Seminar on **Managing Key Accounts – FMCG** By Mr. Jef Tan (Director Sales P&G China) at Riyadh KSA.
* Attended 3 – Days Seminar on **New Product Development** By Mr. James Graham PMP – Tetra pak at Riyadh KSA.
* Attended 2 – Days Seminar to **Marketing to** **Kids** by Tetra pak at Riyadh KSA.
* Attended 3 – DAYS course on **KEY ACCOUNTS MANAGEMENT** organized by TA’AHEEL KSA.
* Attended 2 – Months course of **Leader Ship training** organized by Fauji Foundation, Pakistan.
* Participated in 2 – Days workshop on **Direct Marketing** organized by SunRise Direct, A Direct Marketing Organization.
* Attended 1–Day seminar on **Logical Selling Process** arranged by Marketing Association of Pakistan.
* Attended 1 – Day seminar on **The Road to Success** organized by the Ace Learning (Pvt.) Limited at Pearl Continental Rawalpindi.
* Attended 10 – Days Training Program on **Sales & Marketing** Organized by U-Fone (A GSM Cellular Company in Pakistan