

Muhammad

Saqib



Contact

Address:

Riyadh, Saudi Arabia

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Email:

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Visa Status:

Transferable Iqama

Skills

Supply Chain Management
Logistics
Purchasing /Procurement
Export Documentation
Planning and execution
Operations Management
Time Management
Safety Management
Marketing and Advertising
Business Development
Client Communication
Customer Services
Quick Problem Solving
Negotiation & Persuasion
Flexibility & Adaptability
Self-Reliant & Fast Learner
Effective Communication
Training & Development

Professional Summary

Experienced in Supply Chain Management, Operational Planning, Marketing & Advertising, Business Development and Administration with a demonstrated work history in several industries such as Marketing, Advertising and Export.

Skilled in Logistics, Purchasing/Procurement, Planning, Data Analysis, Team Building and directing all activities related to Supply Chain, Marketing and Business Development.

Strong professional and academic background with a Master's Degree in Business Administration (MBA-Marketing).

Highly proficient in Computer, Microsoft Office and ERP Software.

Experience

Export and Marketing Manager – July 2021 – Nov 2021

Friends Rock Salt, Lahore, Pakistan.

- Liaising and building relationships with International customers/clients, agents and vendors
- Responsible for export correspondence and documentation
- Dealing with customers/clients, shipping lines, banks and DHL via tele talk or email
- Responsible for Making customers in Europe Region, make sure that existing clients are retained while developing new leads
- Responsible for Marketing of Himalayan Rock salt products in Europe Region

Main Products:

- Edible salt
- Lick salt
- Salt lamps
- Salt Lumps
- Bath salt

Manager Marketing Operations – Jan 2015 – April 2020

Core Media Pvt. Ltd, Lahore, Pakistan.

- Execution and Manage of out of home (OOH) campaigns for our clients
- Successfully handled over 160 OOH campaigns nationwide
- Coordination with vendors and printers for media printing and dispatching and deployment of skins
- Manage to meet given timelines from client
- Liaising and building relationships with clients, vendors and printers
- Arrange and compilation of tracking reports
- Compilation of market intelligence reports (MIR)
- Vendor Management System (ERP) for Resource Analysis and Planning

Clients:

- Unilever Pakistan
- Shan Foods
- Telenor Pakistan
- PepsiCo International
- Nestle Pakistan

Software

- ERP
- Microsoft Productivity Suite
- Microsoft Windows

Award

- Employee of the year 2017

Languages

- English
- Urdu
- Punjabi

References

- Will be furnished upon demand

Experience

Marketing Executive – July 2014 – Nov 2014

Semantechs Group, Lahore, Pakistan.

- Marketing of healthcare software
- Major Targeted customers: Hospitals, Laboratories, Radiology Centers and Clinics
- Preparing software user manuals

Main Products:

- Laboratory information and management system (LIMS)
- Radiology information and management system (RIMS)
- Hospital information and management system (HIMS)
- Picture archiving and communication system (PACS)

Team Leader – Jan 2014 – June 2014

Ittefaq Trading Company, Lahore, Pakistan.

- Responsible for Making customers in Asia, Australia and New Zealand Regions
- Responsible for Marketing of Himalayan Rock salt products in given Regions
- Liaising and building relationships with International customers/clients
- Make sure that existing clients are retained while developing new customers

Main Products:

- Edible salt
- Lick salt
- Salt lamps
- Salt Lumps
- Bath salt

Education

MBA Marketing (3.5 Years) – June 2014

University of Central Punjab, Lahore, Pakistan

Academic Projects

- New product development K&N's MUTTON
- Case study of Chainaya Lozhka Tea House business strategy
- Analysis on marketing strategy of Nestlé Pure Life
- Analysis on new product of Engro foods (SNO Yogurt)

Bachelors in Commerce – June 2010

Punjab Group of Colleges, Lahore, Pakistan

Intermediate in Commerce – June 2008

National College of Commerce and Computer Sciences, MB Din, Pakistan.