

MUHAMMAD RIZWAN RIAZ

E26/31-B, islam nagar shama colony walton raod cannt., Lahore , Punjab C: 0304-9741464 | rizwan.riaz2011@gmail.com



Summary

Skilled marketing and sales professional focused on exceeding revenue goals, driving high-volume new user acquisition and growing subscription-based businesses. Versed in all aspects of marketing campaigns from concept development to execution and launch that leads to product sales.

Skill Highlights

- Direct marketing campaigns
- Public relations expert
- Excellent written and verbal communicator
- Microsoft Office Suite expert
- Enthusiastic team player
- Digital & online marketing
- Sales promotion
- Advertising

Accomplishments

- Project execution of Digital & ATL campaign of “Atif Aslam Car Kahani”. ATL campaign launch & TVC of Excellium Hi-octane with “SHOAIB AKHTAR”.
- ATL & Digital campaigns on 14th August “Saaf Pakistan” nationwide.
- Worked on various innovative and feasible ATL & Digital marketing plans. Improved company's brand competitive position in the marketplace.

Professional Experience

Area Manager Sales AO (Automotive) B2C
Total Parco Pakistan Limited. Mian Chanu



Dec 2018 to Dec 2019

Use sales tools effectively and utilize opportunity management processes diligently. Manage new and existing accounts. Responsible for primary sale through distributor. Identify, develop and implement new business opportunities. Encourage, plan and implement different trade promotion with distributor team. Coordination and regular follow up with back office, finance and supply chain. Implementation of the new sales management system in the designated areas.

Assistant Trade Marketing Manager B2B
Total Parco Pakistan Limited. Lahore



May 2013 to Nov 2018

Collaborated with advertising and promotion managers to promote products and services.
Manage ATL activities of AO lubricant nationwide.
Digital & ATL project execution of “**Atif Aslam Car Kahani**” in metropolitan cities.
ATL campaign launch of Excellium Hi-octane with “**SHOAIB AKHTAR**” nationwide.
Focal person of internal & external promotional and corporate events communication.
Work with different marketing departments to generate new ideas and strategies.
Respond to communication related issues in a timely manner.
Communicate brand values via Digital content Handling.
Prepare detailed quarterly activities reports.

Assistant Operation Manager
Ever New Advertising- Lahore

March 2012 to April 2013

Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
Coordinated pre-show and post-show activities at trade shows, BTL activities.
Coordinated monthly and quarterly marketing and community events, such as coca cola ,Nestle brand shows, Tapal tea and Panasonic.

Brand Activation Officer
Empact Advertising - Lahore

Feb 2010 to Dec 2011

Collaborated with marketing and communications teams on standardization, design and production of marketing materials.
Created sales strategies to promote advertising offerings and motivate larger deals.
Managed all company customer engagement campaigns.

Education

Online Certification of Digital Marketing (Udemy) Facebook, Instagram, SEO, YouTube, Digital Content handling	2018
Master's in Business administration (Sales & Marketing) Global institute - Lahore	2018
Bachelor of Science, Computer Science Punjab College - Lahore	2014
Intermediate, Pre. Engineering Govt. College model town - Lahore	2009
Matriculation, Science O.T.I grammar school - Lahore	2007

Social Activities

I am a “**Rotarian**” from past 4 years to serve humanity and raised voice for social issues like child abuse, intolerance, women rights, minority rights, child labor, religion extremism, Sufism.