



CURRICULUM VITAE

PROFESSIONAL OBJECTIVE:

To work for a progressive organization in a highly motivating and challenging environment that provides the best opportunities to grow and utilize my potential to the fullest to achieve the organization's goal while achieving my personal goals.

PRESENT WORK EXPERIENCE:

Employer	Frontier Foundry Pvt. Ltd - FF Steel
Job Title	Manager Sales Operations -North (KPK&, AJK) & Baluchistan/Gwadar
Duration (From-TO)	9th October 2017 to till date.
Reporting to :	Director Sales North
Reason for Leaving	Better Future Growth
Job Description:	Joined as a Manager Sales Operations, later on promoted as In charge Sales Operations, based at Peshawar Head Office. It's a primary point of contact for the Sales Team, Marketing, Finance, Audit, IT and Supply Chain Department. My responsibilities include Sales & Operations matter, to manage a Sales Team who are responsible for inbound and / or outbound lead generation for sales to both new and existing customers as well as future sales, sales forecasting, targets distribution on fortnightly & monthly basis, field tracking of Sales teams, prepared periodic reports for top tier, designed & presented operations reports, evaluated sales team performance report, analyzed MIS and strategized accordingly, Furnish sales quotations, implementation of SOP's, Sales orders executions and follow ups on SAP Business One/ CRM maintenance and other support functions, as well as to handle the walk-in customer, Online inquires, Tender Documents preparations, participation till completion, to maintain the record of Consultant, Contractors, Builders and Govt. Authorities and ensure to maintain the worthy business relations with them, arrangement of corporate/retailers event etc. This position reports directly to the Director Sales.

1- PREVIOUS WORK EXPERIENCE:

Employer	AGE Industries Pvt. Limited (AGE Cables)
Job Title	Manager- Marketing & Sales - KPK /Islamabad/Rawalpindi Region
Duration (From-TO)	03 rd April 2017 to 7th October 2017.
Reporting to :	Managing Director
Reason for Leaving	Financial Crisis/issues
Job Description:	Worked as a Manager Marketing & Sales for AGE Cables, Peshawar Head-office where KPK/ Islamabad/ Rawalpindi Region areas are in my zone and sales team is working in this area. I am responsible to achieve monthly sales target to by interacting architects, contractors, consultant, MNC, industry, Institutes, NGO's and some key projects in assigned area.

2- PREVIOUS WORK EXPERIENCE:

Employer	TASSK Energy & General Trading Pvt. Limited, Head Office, Islamabad.
Job Title	Manager- Marketing & Sales / Manager – Administration
Duration (From-TO)	16 th April 2014 to 31st March 2017
Reporting to :	CEO
Reason for Leaving	Closure of Business/Partnership dissolution
Job Description:	Worked as a Manager Marketing & Sales / Administration for Solar Energy Panels, Generators, Batteries, Tiles, and General Trading Items etc. in Islamabad/ Rawalpindi/KPK Region.

3 - PREVIOUS WORK EXPERIENCE:

Employer	Ghani Enterprises/ KSB Partners, Franchise Office (KPK/FATA/Mianwali) Peshawar.
Job Title	Deputy Manager
Duration (From-TO)	21 st July 2011 to 30 th April 2013
Reporting to :	GM Sales
Reason for Leaving	Closure of Business
Specific Duties:	Worked as an Deputy Manager in the KSB authorized Franchise network for KPK/FATA, Mianwali Region for ground water, industrial, energy, oil and gas sector pumping machinery & spare parts & promotion of valve business in water and industrial sector.

4- PREVIOUS WORK EXPERIENCE:

Employer	Pakistan Cables Limited, Branch Office, Peshawar.
Job Title	Sr. Sales Executive
Duration (From-TO)	01 st November 2010 to 20 th July 2011
Reporting to :	Branch Sales Manager
Reason for Leaving	Better Opportunity
Specific Duties:	Worked as Senior Sales Officer in Pakistan Cables Ltd, Peshawar Office for Marketing & Sales of Cables & Aluminum business in KPK Region.

5- PREVIOUS WORK EXPERIENCE:

Employer	KSB Pumps Company Limited, Regional Office, Peshawar.
Job Title	Sales Coordinator
Duration (From-TO)	07 th October 2009 to 30 th October 2010
Reporting to :	Regional Sales Manager-KPK
Reason for Leaving	Contractual Job
Specific Duties:	Worked as a Sales Coordinator for proactive follow up of the orders process & deliveries, coordination between Works and Sales for timely execution of orders & timely delivery of goods, preparation of daily/ monthly reports and other reports and its coordination with Head Office, attend to call-in customer enquiries and walk-in customers.

6- PREVIOUS WORK EXPERIENCE:

Employer	Standard Chartered Bank Pakistan Ltd, Main Branch, Peshawar.
Job Title	Collection Executive
Duration (From-TO)	26 th December 2006 to 14 th April 2009
Reporting to :	Regional Collection Manager
Reason for Leaving	Downsizing
Specific Duties:	Worked as a Collection executive to minimize & manage delinquent Portfolio of 29 / 30DPD by recovering dues from customers and maintains a high standard of customer service & credit card operation.

7- PREVIOUS WORK EXPERIENCE:

Employer	KSB Pumps Company Limited, Regional Office, Peshawar.
Job Title	Sales Executive
Duration (From-TO)	1 st December 2000 to 24 th December 2006
Reporting to :	Regional Sales Manager-KPK
Reason for Leaving	Better Future Growth
Specific Duties:	Worked as a Sales Executive for ground water, industrial, energy, oil and gas sector pumping machinery & spare parts & promotion of valve business in water and industrial sector.

EDUCATION :

Degree / Certification	Passing Year	Name & Location of Institute
MBA (Marketing)	1999	Al-Khair University, Peshawar.
B.com	1997	Frontier College of Business Education, Peshawar.
D.com	1994	Board of Technical Education, Peshawar.
S.S.C	1992	Board of Intermediate & Secondary Education Peshawar.

TRAINING/ CERTIFICATES/ COURSES ATTENDED:

- Achieved certificate in “**Marketing of Technology**” an Engineering Management Course from CASE Institute, Islamabad. (Duration 72 Credit hrs)
- Achieved certificate in “**Effective Communication & Presentation Skills**” from Institute of Marketing & Sales (IMS), Lahore. (Duration: 02 days)



- Achieved certificate in “**Professional Excellence in Marketing & Sales (PEMS)**” from Institute of Marketing & Sales (IMS), Lahore. (Duration: 02 days)
- Refresher course for “**Credit and Collection – Policies & Procedures**” in Standard Chartered Training House, Islamabad. (Duration: 03 Days)

E- LEARNING CERTIFICATES:

- Got the **Best Manager Sales Operations** in FF Steel Award-2018-19 & awarded an appreciation letter along with cash prize.
- Got the **1st position and scored 100% marks** on national level in "HR Manual Training/ Quiz competition in FF Steel.



- Certificate awarded on successful completion of “**Reputation Risk**” by Standard Chartered Bank.
- Certificate awarded on successful completion of “**Living with HIV**” e-Learning by Standard Chartered Bank.
- Certificate awarded on successful completion of “**Operational Risk**” by Standard Chartered Bank.
- Certificate awarded on successful completion of “**Group Code of Conduct**” by Standard Chartered Bank.



- Certificate awarded on successful completion of “**Money Laundering Prevention**” for Consumer Banking Pakistan by Standard Chartered Bank.



- Certificate awarded on successful completion of “**SAFE-R**” for Consumer Banking Pakistan by Standard Chartered Bank.
- Got the certificate after successful completion of course" **Social Media Marketing**" offered by HP LIFE e-Learning.
- Got the certificate after successful completion of course" **Selling online**" offered by HP LIFE e-Learning.
- Got the certificate after successful completion of course" **Sales Forecasting**" offered by HP LIFE e-Learning.
- Got the certificate after successful completion of course" **Effective Leadership**" offered by HP LIFE e-Learning.

COMPUTER SKILLS :**Six months Computer Course Certificate:**

- (Proficient in working on **SAP Business One**, MS Office Suite i.e MS Word, MS Excel, MS Power Point, Email / Internet / Networking office equipment, Troubleshooting of both hardware and software issues, Installation and configuration of hardware & software components, operating systems and various applications.)

EXTRA CURRICULAR ACTIVITIES / HOBBIES / INTEREST:

- Playing Cricket, Listening music, Reading Newspaper etc.
- Served as a “**Judge**” in ASME Student Professional Development Conference 2013, UET Peshawar.
- Sub-Editor of Youth/Kids Magazine “**Pehla Qadam**” Peshawar.

LANGUAGES:			
Language Type	Reading	Writing	Speaking
Urdu	Fluent	Fluent	Fluent
English	Fluent	Fluent	Fluent
Pashto	Average	Average	Fluent
Hindko/Punjabi	Average	Average	Fluent

GENERAL INFORMATION:	
Full Name:	Asim Siddiqui
Father's Name:	Aamir Siddiqui
Domicile:	KPK (Peshawar)
Permanent/ Mailing Address	House # 12, Street # 1, Madina Town, Near Ayub Flour Mill, G.T Road, Peshawar.
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REFERENCES:
<ul style="list-style-type: none"> To be provided, if required.