



H.M Usman

Marketing/Advertising Expert

CONTACT

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EDUCATION

Executive MBA || Marketing
University of Veterinary and
Animal Sciences || Pakistan
2015-2017

B.A || Arts
University of the Punjab ||
Pakistan
2015

SKILLS

➤ PROFESSIONAL

- Specific marketing channel expertise
- The ability to execute and analyze marketing campaigns
- A mix of creativity and analytical abilities
- Planning distribution of products
- Collaborating with designers
- The ability to analyze quantifiable metrics

PROFESSIONAL PROFILE

As an advertising specialist, competent professional able to grasp consumer behavior trends and generate creative ideas. Also be well-versed in specialized marketing concepts, principles and tactics. My goal is to deliver effective marketing programs that will help client reputation and growth. Provides expert information regarding promotions, branding, media channels, and other key information for marketing success.

PROFESSIONAL EXPERIENCE

Client Services Executive – Petroleum Division

Adsells advertising Pvt Ltd || Pakistan || 2017-Present

Act as an important link between an advertising agency and its clients. Understand client's goals and then organize the agency's creative and administrative staff to help them produce effective campaigns. So, what will I actually be doing?

- Meeting clients to discuss their advertising needs
- Working with account planners to devise a campaign that meets the client's brief and budget
- Negotiating with clients, solving any problems and making sure deadlines are met
- Checking and reporting on the campaign's progress

Sales & Marketing - Intern

Dunya News Channel || Pakistan || June - July

As a marketing intern, collaborate with marketing and advertising team in all stages of marketing campaigns. My insightful contribution to develop, expand and maintain marketing channels.

- Collecting quantitative and qualitative data from marketing campaigns
- Performing market analysis and research on competition
- Supporting the marketing team in daily administrative tasks

Office Assistant

Virtual University of Pakistan || Pakistan || 2015 - 2016

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SKILLS

➤ TECHNICAL

Printing Product



Signage's Materials



POS Product



Domain Expertise



Project Management



Visual merchandising



Budgeting



CERTIFICATES

Google Adwords Fundamentals

Google || 2017

Google Search Advertising

Google || 2017

Google Mobile Advertising

Google || 2017

Online Marketing Fundamentals

LinkedIn Learning || 2017

LANGUAGES

English (fluent)

Urdu (native)

Arabic (basic)

Portfolio

Shell Pakistan Limited

Dynaflex – New Shell V-Power Launching

Manage administrative and campaign work including planning project resources, assembling and leading project team, time management, budgeting, quality and satisfaction, monitoring progress, reporting and documentation. New Shell V-Power campaign description include:

- Pillar ACM Cladding with backlit acrylic letters and vinyl branding
- Monolith branding with flex
- Spreader branding with flex
- Dispenser branding with vinyl
- Shell Select window with 3M one way vision
- Iceland branding with texture vinyl
- Hoarding with flex
- Wall branding with reflector vinyl
- Bollard branding

Shell Helix Express – Changeover

Ensure proper approval process on cycle activities and/or trade specific programs in line with the Finance and Procurement guidelines. And Monitor the budget of planned activities and report to the Manager for the any discrepancy in conjunction with Marketing Finance. Branding specifications are include:

- Iron Structure with fiberglass cladding
- Transparent acrylic letter with vinyl branding
- Interior branding with vinyl
- Exterior branding with vinyl

Hascol Petroleum Limited

Responsible for the development of NFR & Fascia Signage's production and branding. Branding specifications are include:

- Canopy Fascia Production with iron structure and backlit flex
- Monolith production with ACM Cladding and backlit acrylic letters
- Spreader design and production with ACM sheets and acrylic letter

Portfolio

Jinn Petroleum Pvt Limited

Responsible for the development of NFR & Fascia Signage's production and branding. Branding specifications are include:

- Canopy Fascia Production with iron structure and backlit flex
- Monolith production with ACM Cladding and backlit acrylic letters
- Spreader design and production with ACM sheets and acrylic letter

The Fuelers Pvt Limited

Responsible for the development of NFR & Fascia Signage's production and branding. Branding specifications are include:

- Canopy Fascia Production with iron structure and backlit flex
- Monolith production with ACM Cladding and backlit acrylic letters
- Spreader design and production with ACM sheets and acrylic letter
- Fuelers Mart Signage's with acrylic letter and foam board branding with vinyl

Pakistan State Oil

Responsible for the development of Lube Racks production and specifications are as follow:

- Develop renders for Lube racks
- Develop with Iron material with glass door
- Vinyl branding

Chevron Corporation

Responsible for the development outdoor Fascia (board) and Posters for distributors and board specification include:

- Fascia production with iron structure
- Backlit flex using Modules
- Wooden poster with vinyl branding

Portfolio

Pepsi-Cola International

Battle of the bands (BOB) || Multiple Cities

Mountain Dew - Super Snacks || Lahore

Sting Conventional || Lahore

Lays || Multiple Cities

7Up Food Festival || Multiple Cities

Drive the success of effective marketing, advertising, and promotional activities of the company. Act as the key liaison between product development and buyers. Develop briefs and work with Shopper Activation and Space Planning team to ensure delivery of in-store solutions in order for field sales to implement.

- Executing the trade marketing plan across the region
- Driving brand awareness across various categories and products
- Coordinating the creation and delivery of marketing materials and content
- Managing and motivating a team of trade marketing executives
- Creating trade marketing plans for individual products and product ranges
- Ensure production of billboards, advertising posters, walls, bus shelter, unique signage, and more
- create window and in-store displays of goods for retail shops and department stores
- Focus on designing displays, racks and gondola, also produce point-of-sale displays, which are installed in hundreds of retail outlets.

Nestlé Pakistan Limited

Nestlé Bunyad || Lahore

Nestlé Kitchen || Lahore

Monitor oversees advertising and marketing activities to ensure the right message is delivered for their product. Work closely with many teams, including product developers, researchers, marketing personnel and creative agencies to make sure their company brand values and image are followed.

- Seek help from the marketing research and product development department in order to prepare plans for marketing the company's retail products
- ensure that the strategies prepared are implemented effectively in order to attain the desired result
- prepare plans for ensuring customer satisfaction
- ensure that the marketing activities are carried out within the budget allotted for them
- Ensure production of billboards, advertising posters, walls, bus shelter, unique signage, and more
- create window and in-store displays of goods for retail shops and department stores