**HAFIZ USMAN ALI**

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EXECUTIVE SUMMARY

Highly motivated and qualified professional with 7 years of experience in B2B, B2C, Retails, Sales, Marketing, Customer Services and Business Development. Holding M.Com Marketing degree as well. I aim to be a part of competitive sales organisation where I can get a chance to learn, to grow with the industry professionals and where I am encuraged to contribute my ideas to make a positive difference.

AREAS OF EXPERTISE

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| --- | --- |
| * Team Player & Leadership * Persistent & Self-Motivation * Consumer Behavior & Market Research * Devising & Presenting Ideas & Strategies | * Personal Resourcefulness * Sales & Stress Management * Field Services Specialist |

WORK EXPERIENCE

**Business Development Manager** 07/2019 - Present

**Zameen.com**, Faisalabad.

• Business Development in Pakistan & Turkey

• Dealing with National and International clients

• Handling team of 5 sales professionals

• Finding and developing new markets and improving sales

• Allocating the Sales targets to sub ordinates

• Developing goals for the development team and business growth and ensuring they are met

• Contacting potential clients and creating rapport by networking, cold calling, using referrals etc

**Area Sales Manager** 03/2017 – 06/2019

**Hascol Petroleum Limited** (Khamsa Oil), Faisalabad.

• Identifies business opportunities and complete sales cycle

• Sells products by establishing relationships with dealers

• Managing team of 6 sales professionals

• Distribution management and achieving sales targets set by employer

• Prepares reports by collecting, analyzing and summarizing information

• Maintaining an overall management style that follows company best practice

**Sales Manager** 01/2013 - 02/2017

**State Life Insurance Corporation of Pakistan**, Faisalabad.

• Designing and implementing effective marketing strategies to sell new insurance contracts

• Retain continuous awareness of transactions, sales and terms and keep relative records

• Managing team of 6 sales professionals

EDUCATION

* **Master of Commerce (Marketing)** (2015 – 2017)

**University of Agriculture**, Faisalabad.

* **Bachelor of Commerce** (2012 – 2015)

**University of the Punjab,** Lahore.

LANGUAGES

* Urdu
* English
* Punjabi

CERTIFICATIONS & AWARDS

* **Hifz-e-Quran**

(Wafaq Ul Madaris Arabia Pakistan)

* **Sales Person of the Year**

(Zameen.com & Hascol Petroleum Limited, Khamsa Oil)

* **Highest number of MOU’s in a Year**

(Zameen.com)

* **Silver Medalist**

(All Punjab Naat-khani Competition)

* **Cricket**

(Pakistan Cricket Board)

HOBBIES

* Research
* Travelling
* Community group involvement
* Strategic mind games
* Team sports