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MUHAMMAD ASIF SIDDIQUE

OBJECTIVE Seeking a challenging position in a dynamic firm where my professionalism, positive attitude, high Communication skills, education and experience can be utilized to its full potential.

SKILLS & ABILITIES

- Good communication skill
- Self-motivated
- Time management
- Good leadership qualities
- Ability work in under pressure situation
- Team Building
- Negotiation Skills

EXPERIENCE

GAS AND OIL PAKISTAN LIMITED

Dec 2018- Till Date

Zone Manager - KARACHI

- Ensures that all site staff and manager with in zone are trained and updated on all aspects of HSEQ.
- Act like business consultant to dealer of proper management of retail outlets, on working capital and inventory management.
- Preventing external upliftment.
- Promote, monitor and develop high standards of customer services, housekeeping, merchandising and general operation at sites.
- Achieve volume targets for fuel.
- Inspect, monitor and ensure proper use of company assets at retail outlets.
- Analyze and report sales performance v target on monthly basis.
- Assist the development team on new retails outlets.
- Making feasibility for new sites
- Managing inventory at sites to avoid dry out.
- Track of industrial activity in the zone with strong focus on time and territory management.
- Also handle **Quetta zone** from Regional Office

PAKASTAN TELECOMMUNICATION PVT LIMITED

July 2017-Till Date

Area Sales Manager (A.S.M)

- Ensures that territory achieves assigned monthly, quarterly and annual sales targets for all brands according to agreed quality benchmark. The role will lead a team of business partners (franchise and distributors) and their staff.
- Ensuring direct delivery to channels with agreed service level, productivity and controlling out of stock to channel through distributors and franchisees.
- Ensuring agreed numeric and weighted distribution reach on monthly, quarterly and annual basis.
- Ensuring operational efficiency and ROI of all franchisees and distributors

T&SONS DISTRIBUTOR

Jan 2016-Jun 2017

Area Sales Officer (A.S.O)

- Handling team and their target
- Promoting company products in assign territory
- Conducting BTL activities in assign territory
- Re-launch company's products
- Develop new customers in assign territory
- Handling Key Accounts
- Within this tenure handling two companies **Gujranwala Food Industries** and **Mitchell's Farms Limited**

AFAQ- (ASSOCIATION FOR ACADEMIC QULAITY)

Dec 2013-Apr 2015

Sales Promotion Officer.

- Promoting company products in assign territory
- Conducted principle convention in target area
- Sales curriculum, international books
- Conduct trainings in schools
- Promoting AFAQ's leaders club
- Ensure quality of company's all products
- Conduct Educational Exhibitions
- Arrange teacher's training in respective area
- Conduct school principle meetings
- Conducting non-curricular activities.
- Recovery of all outstanding payments.
- Built books shop network in respected area.

❖ FORE FRONT DREAM WORK SOLUTIONS

Jan 2006- Sep 2012

Promotion Officer

- To execute the projects in the direction set by the respective activation manager
- Promoting Around 60+ companies' Brands
- All Pakistan Road Activities
- Float activities
- Supporting to organize Events
- BTL marketing
- Plan events and exhibitions

EDUCATION

❖ MASTER OF PHILOSOPHY (PUBLIC ADMINISTRATION)

(In Process - 2021)

University Of Karachi

❖ MASTERS IN PUBLIC ADMINISTRATION (MARKETING)

(Completed-2018)

University Of Karachi

❖ MASTERS IN SOCIAL WORK

(Completed-2015)

University Of Karachi

INTERNSHIP

- 1 Year Internship in **Liaquat National Hospital** as **Social Welfare Officer** in Welfare Department.
- 1 Year internship in **HANDS** as **Community Mobilizer** in Community Development Department.
- 2 Years **Volunteer** in **Dar-ul-Sukoon** (Old Age Home)

COMMUNICATION

Urdu – English – Panjabi

COMPUTER SKILLS

- MS word
- MS Excel
- MS Power Point
- **Social networking/Digital Marketing**
- CRM and BI publisher Software