



KAMAL AHMAD

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PROFILE

- Qualified professional with Masters degree in Business Administration (Marketing) from reputable institute in Pakistan.
- More than 8 years of experience including 3.5 years in UAE with specializing in Trade Marketing, Brand Management, Marketing Management & Sales Management.
- Have excellent marketing, sales, customer service & people management skills.
- Ability to achieve organizational goals.
- Excellent communication skills & a team player.

PROFESSIONAL EXPERIENCE

MAY 2017 to Date

JS INVESTMENTS LIMITED

Working as **Manager Marketing** and major responsibilities are:

- Design and execute digital marketing plan to capture leads and provide the updates and relevant information to the existing & potential customers.
- Sending SMS & Email to the existing & potential customers for the updates.
- Designing the marketing material which is sent to the existing investors and potential clients via email and upload the same on social media to create awareness about the brand.
- Making alliances various brands to create brand awareness.
- Maintain & update the website as it provides the first hand knowledge to the existing and potential customers.
- Conceptualizing and designing of the branding & marketing material which includes brochures, investment forms, head boards and branding of the branches pan Pakistan.
- Supervising the sign off of marketing literature and campaigns, liaising with legal and compliance personnel, ensuring the designs and messages meet the company brand and regulatory guidelines.
- Write reports, specifications and creative briefs.
- Manage external marketing partners and vendors such as advertising agencies, public relation agencies, digital marketing agencies, production companies and printing agencies.

- Designing of the monthly content calendar in coordination with the agency ensuring that all the products and services are marketed in accordance with the regulatory authorities.
- Participating and supervising the events organized by corporate clients and other organizations.

December 2015 to MAY 2017

NBP FULLERTON ASSET MANAGEMENT LTD (NAFA).

(Subsidiary of National Bank of Pakistan), Karachi- Pakistan.

Worked as **Brand & Communication Manager** and my major responsibilities are:

- Supervising the sign off of marketing literature and campaigns, liaising with legal and compliance personnel, ensuring the designs and messages meet the company brand and regulatory guidelines.
- Manage external marketing partners and vendors such as advertising agencies, digital marketing firms, production companies and printing agencies.
- Managing social media (Facebook and Twitter) for creating brand awareness & brand penetration among the public.
- Compiling and forwarding the leads generated from Facebook to investor relation department.
- Closely coordinating with the agency to prepare a full fledged plan for a campaign of new fund launch. (Teaser, CTAs, Visuals etc).
- Write reports, specifications and creative briefs.
- Manage the production of marketing products through a variety of channels which includes print and electronic media, email or on-line campaigns, and road shows.
- Participating and supervising the events organized by corporate clients and other organizations.
- Conceptualizing and designing of the branding & marketing material which includes brochures, investment forms, main head boards and door of the branches.
- Proof reading of the monthly Fund Manager Report and other corporate communication materials and incorporate the changes where necessary.
- Extensive market visits to monitor the branding activities of the competitor and ensuring that all the branches are well equipped with all the relevant marketing materials.

MAY 2012 TO DECEMBER 2015

AI- AQILI DISTRIBUTION LLC) DUBAI, UNITED ARAB EMIRATES (Americana Meat, Americana Cake, California Garden, LOTTE, SADAFSCO)

Worked as **Trade Marketing Executive** and my major responsibilities were:

- Stock monitoring for ageing and performance, area and channel wise internally and externally.
- Extensive market visits to ensure the availability and proper visibility of the stocks.

- Ensuring effective in-store merchandising as per guidelines set by Business Partners.
- Preparing & implementation of all trade marketing activities in coordination with National Sales Manager, Trade Marketing Manager & Branch Managers to keep them all aligned with all the activities and budget allocation so that company objectives are achieved.
- Working in close coordination with top Key Accounts e.g., Carrefour, LULU and all Coop and other distribution channels like B-Class, Traditional trade, Wholesale and HORECA and planning, marketing activities as per the off takes/demand of the product/promotion.
- Planning along with the Sales team on the new launch, merchandising guidelines & pricing. Ensuring that all stocks have proper labels and barcodes along with the trade marketing tools.
- Coordinating with the warehouse and supply chain team to ensure that the promotional items are packed and delivered on time.
- Coordinating with the agency for tasting and sampling activities of the new and existing SKUs in order to create awareness.
- Actively participated in the new product launches and re-launching of SADAFCO Milk, California Garden & LOTTE Confectionary
- Implementation of Business Plan (Pricing, Trade Marketing, ROI Analysis, Promotions and In-store Activities).
- Assist the Business managers & identify the areas of business development in the existing product lines & new businesses.
- Keeping monthly track on the Trade related spends with the help of the Advertising & Promotion tracker. Ensure that the spends are in line with budgets and sales.
- Forecasting, budgeting& planning of stocks and appropriate allocation of budget in coordination with Supply Chain & logistic team.

01 DEC 2010- 10 MAR 2012
BANK ISLAMI PAKISTAN LIMITED

Worked as **Service Quality Officer** and my major responsibilities were:

- Maintenance of daily checklist of branch, administrative and operational health and various other service quality indicators communicated from the Head Office
- Facilitating the customers and guiding them as per their requirement by following the laid down Service Quality parameters
- Ensuring the effective use of Electronic Queue system
- Recording of customer complaints and forwarding them to Complaint Resolution Unit after scrutiny for further resolution
- Compiling the daily checklist for compiling on monthly basis and send it to Area Service Quality Supervisor for detailed analysis and feedback
- Ensuring that the staff is following the proper dress code as per Bank Islami regulations.
- Ensuring that all the operational activities are being conducted within the Turn Around Time (TAT) as defined in Bank Islami policies
- Perform root-cause analysis of every problem.
- Cross Selling of the bank products to walking customers.

PROJECTS / RESEARCH WORK / SPECIALIZED COURSES

- **Brand Management:** Conducted Brand analysis of various tooth pastes proving that Colgate Tooth Paste is the market leader.
- **Marketing Management:** Prepared report on the current market share of Capri Toilet Soap.
- **Marketing Research:** Carried out a research on the behavior of people of different strata assessing their preference on quality or price in cosmetics buying.
- **Consumer Behavior:** Re-launch of Rooh-Afza to convince people describing its benefits for its consumption throughout the year instead of in the holy month of Ramadan only.
- **Supply Chain Management:** Worked on the entire supply chain procedure of Pepsi Co.
- **Advertising,** Brand Management, International Marketing, Consumer Behavior, Supply Chain & Sales Management. Designed an advertising campaign for Meezan Cooking Oil.

COMPUTER SKILLS

Successfully completed the training of Microsoft Office 2007 from APTECH, Dubai in 2013.

ACADEMIC QUALIFICATION		
INSTITUTION	DEGREE	YEAR
Mohammad Ali Jinnah University, Karachi	Master in Business Administration(Marketing)	2010
University of Karachi	Bachelors of Commerce	2007
S.M Govt. College, Karachi	Intermediate	2004
St. Patrick's High School, Karachi	Matriculation	2002

PERSONAL DETAILS

- Father's name : Mr. Sheikh Ahmed Akber
- Date of Birth : 11th May 1985
- Marital Status : Married
- No. of Dependents: 03
- Nationality : Pakistan
- Domicile : Karachi, Sindh
- Driving License : Having valid UAE driving license valid till 2024