

Shahid Farooq

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PROFILE

An energetic, goal oriented and experienced professional having in-depth knowledge of production management, administration, marketing and sales. Looking for a dynamic organization with professional environment that offers excellent opportunity to contribute towards organizations' success and rewards career growth.

WORK EXPERIENCE

29Dec-2019 – 03March -2022 Sales Executive at Aquagroup Swiss GMBH Dubai branch.

Aquagroup is a technology-based company established with the aim to significantly improve general hygiene conditions in various industries. We improve hygiene where water is used. Aquagroup is a manufacturer of ECA devices which generate a sodium hypochlorite based on electrolysis (electrochemically activated water – NADES 2.0). ECA stands for Electro-Chemical Activation. A saturated brine solution is passed through a cell and split into chemical currents by electrolysis.

Responsibilities:

- Organizing sales visits.
- Demonstrating & presenting product.
- Establishing new business.
- Maintaining accurate records.
- Follow up with existing and old clients.
- Reviewing sales performance.
- Negotiating contracts and packages.
- Aiming to achieve monthly or annual target.

2018 – Dec 2019 Production Executive at Pronto Promo Pvt. Ltd.

Pronto promo (PVT) is the leading promotional products & merchandising Services Company in Pakistan in business since 1994. Pronto continually strives to be the partner of choice for brands companies & retailers across the country. They are seeking to maximize sales potential through promotional activities. Their aim at providing their clients with solution that are both durable and cost effective.

Responsibilities:

- Understanding Product specifications.
- Preparing BOM and Manufacturing process for each product.
- Verification of material cutting plans.
- Developing Production Plan and ensuring project completion before deadlines.
- Ensuring Quality of products before delivery.
- Ensuring workplace safety.
- Post Shipment analysis to identify gaps and improvements opportunities.
- Efficient balancing of assembly line.

2015 – May 2018 Assistant Manager Production at AD-Innovation

Ad-innovation is a leading corporate advertising in digital media printing and production solutions. The company is having biggest capacity in digital printing with world class printing machines that produced marketing campaigns (retail, corporate, OOH) for big brands like P&G, Unilever, coke, Telenor Pakistan & Mobilink.

Responsibilities:

- Responsible for complete production process of all type of woodwork, Paintwork and Metal fabrication elements inputs, processing, and outputs.
- Meeting assigned targets for profitable sales volume and strategic objectives in assigned accounts.
- Vendor management for smooth execution of the job.
- Estimation of project cost for budgeting.
- Coordinate between marketing and operations team.
- Dealing with all aspects of a BTL campaign & leading project management activity i.e. surveys, designing, adaptation, cost estimation presentation, printing, fabrication & execution.
- Development and preparation of presentation for new ideas to support sales & marketing development e.g. Creative AVH, Standees, Fascia, Vinyl & One way vision Branding, Hoardings, dispensers, gondolas, backlit & unlit Logos & Frames, Kiosks, Umbrellas, Commercial Printing and different brandings for LMT's / IMT's
- Timely responding to request of marketing and operations department.
- Monitor the tasks given by manager to meet the deadlines.
- Controlling the related teams to obtain the results.

2012 – 2014 Marketing Assistant at Saad Advertising

Responsibilities:

- Organizing events and hosting presentations and customer visits
- Preparing reports, company brochures and similar documents
- Assisting the promotional activities.
- Visiting Customers and External Agencies for improvement purpose.

2010 – 2011 Internee at Youth Affair Department

Responsibilities:

- Performed following functions working with The Information, culture and youth affair department, Government of the Punjab:
 - Coordination of activities of youth organizations.
 - Arranging seminars, exhibitions etc., relating to such events as international youth year, national youth festivals, sports events, etc.
 - Managing Pak-China Youth delegations exchange programs on annual basis.
 - Preparing list of registered NGOs for verification to federal government.
 - Forwarding the cases of verified NGO s to Federal Government for registration.

2009 – 2010 Assistant Public Relations Officer at City District Government

Responsibilities:

- Helping in presentations and press releases
- Organizing events such as press conferences
- Helping in designing promotional activities
- Maintaining tender files
- Providing helpful information for market research

SKILLS

- Effective Production Management
- Excellent Administrative and analytical skills demonstrated in both academic and professional experience
- Well-developed communication skills, able to work effectively in English language
- Good interpersonal skills, able to develop and maintain business relationships and work in a team
- Strong time management skills with the ability to manage multiple tasks and staff effectively.

IT SKILLS

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Outlook
- ERP Software (Pronto Promo)

EDUCATION

- **Master's in mass communication (PR & Advertising)**
Punjab University, Lahore
- **Graduation in Economics**
Baha Uddin Zakariya University, Multan

REFERENCES

- Will be furnished on request.

ADDITIONAL DETAIL

- Driving License (Manual Light Vehicle)