

RANA ASJAD UR REHMAN

0097150773 1942 • asjad-ur-rehman@hotmail.com

SALES, MARKETING, CUSTOMER SPECIALIST, INVESTMENT BANKER

Multi-Awarded Performance • Office Affairs • Marketing

Results-driven professional with 12 years of sales & marketing, investment & retail banking with high global presence determined to exceed company sales goals. Successful at leveraging financial and marketing education to make smart operational decisions. Forward-thinking in addressing and resolving concerns, optimizing policies and engaging with customers to promote loyalty and drive sales. Strong verbal and written communication skills.

AREAS OF EXPERTISE

Marketing Management • Sales Management • Strategic Thinking • Product Development & Marketing • Travel & Tourism
• Commercial Awareness • Customer Focused • Drive & Resilience • P&L Review • Communication Skills • Project Management • Policy & Procedures • Operational Audits • Social Media & Digital Marketing • Marketing Campaigns
• Business Development Strategy, Back Office Administration

KEY COMPETENCIES

- **Integrity and Confidentiality.** Proven ability to exercise considerable discretion, independent judgment, tact and diplomacy when making decisions and interacting with associates, clients, leadership, and others. Experienced in working with very sensitive information and operates with the highest degree of integrity while demonstrating good common sense.
- **Service and Response Oriented.** Calm under pressure and action oriented with a can-do attitude. Proactively sought opportunities to enhance procedures, processes and techniques to accomplish requirements.
- **Professional Presence.** Represented the senior management office in a way that strongly reflected its leadership principles. Communicated with all levels of management, colleagues and external business contacts in a professional manner.
- **Team Management.** Fostered an energised environment where talented professionals are excited to learn, excel and advance. Provided target-oriented leadership and supported a high feedback culture that maximised the employee strengths. Mentored, coached and developed team members to become leaders in their own areas.

CAREER HISTORY

Deem Finance LLC • Dubai, UAE

Leading finance company regulated by the Central Bank of the U.A.E. and offers a range of financial solutions including personal loans, credit cards, and deposits to its customers in the U.A.E.

Sales Executive

Feb 2020 to Present

- Promoting Credit Cards & Personal Finance.
- Listing new companies to increase business.
- Preparation of sales reports.
- Identifying the suitable customers for credit cards & Personal Finance.
- Understanding of the market scenario, competition & customers.
- Managing, planning & execution of all marketing tools to get the best result from market.

Sales and Cost Planning

- Challenging to promote cost consciousness and effectiveness.
- Partnering with business stake holders as needed for annual sales, worked hour, salary and variable cost budgets.
- Monitoring, analysing and benchmarking weekly, daily sales, hour plans and results.
- Identifying business opportunities from sales performance, benchmarking and proposing concrete actions based on the analysis.
- Performing monthly follow-up of all variable costs and acts when costs exceed the budget.
- Led by example to drive store sales, service, KPIs and standards through on-hand operational management.

People Development

- Providing consistent feedback, evaluations, and performance reviews to line manager.
- Communicating controlling function-related feedback to Support Managers
- Reviewed team performance, supporting team development and succession planning.
- Observed each individual strength and initiated mentoring program to improve areas of weakness.

Planning & Organizing

- Working with the senior management team to ensure that staff plans operate in accordance to business, business need and policy, based on sales peaks, customer demands for efficient operation.
- Managed weekly trainings & team meetings with Team leaders.
- Developed and implemented high-quality work environment as measured through employee satisfaction ratings.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.

SoleMan Enterprises • Lahore, PAK

One of the trustworthy travel agency in Pakistan.

Department Manager – Visa Department

Feb 2014 to Dec 2019

- Guiding applicants regarding their visa process.
- Data entry & document control.
- Maintaining all records regarding passport.
- Following up with the applicants.
- Acceptance of cash from customer for deposit.
- Daily reconciliation of passports.
- Customer service helpdesk.
- Providing help with forms & other information related to visa.

Habib Metropolitan Bank (Subsidiary of AG Zurich) – Head Office • Lahore, PAK

Relationship Manager

Dec 2010 to Jan 2014

- Sales banking products (Credit Cards, Personal Loan, Deposit Mobilization Etc.
- Generating business leads and following up on sales opportunities.
- Cold calling potential customers and building relationships.
- Researching the market and identifying potential target customers.
- Contacting potential customers via email, phone to establish rapport and set up meetings.
- Previous working experience ideally from corporate sales.
- Proven track record of bring in new business and a natural ability to drive sales.

Earlier experience

Al Meezan Investment Management Limited • Business Development Officer • Lahore, PAK

May 2008 to Nov 2010

ACADEMIC HISTORY

- Bachelor of commerce, University of Punjab, Lahore, Pakistan, 2008

MISCELLANEOUS INFORMATION

Computer Skills: Microsoft Office Suite, Oracle

Command on Temenos (T24), I-banker, H-plus and Symbols banking software.

Language Skills: Fluent English, Hindi, Punjabi & Conversational Arabic

Licenses: Valid UAE Driving License – 2022