

KEY COMPETENCIES

RAFAQAT ANNIS



OBJECTIVE:

To work for the prestigious organization with all my efficiency, diligence and integrity for taking the company to next level and enhancing the profit of the company and heightening the strong client's rapport. My active experience in Events industry and communication skills can help in achieving the client's satisfaction.

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MOBILE

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MAILING ADDRESS

Flat no 605, 6th Floor Al Maha Building, Al-Nahda Sharjah- UAE

PERSONAL DATA

D.O.B. : 12th Apr 1982

Sex : Male

LANGUAGES KNOWN

English, Urdu, Punjabi Spanish, Hindi

CUMULATIVE G.P.A: 3.7

T.O.T CERTIFICATION

Achieved certification for Training of the Trainers from Skill Development Council of Pakistan

- Excellent time management and organizational skills
- Enthusiastic, self-motivated and outgoing
- Able to establish productive relationships with people at all levels
- Good communication and presentation skills
- As part of an organization I'm able to gather and interpret information for business research
- Commercially aware and customer-focused
- Positive and adaptable approach to problem solving
- Innovative and creative to distinguish your event from the competition
- Ability to work as part of a team
- Possess an eye for detail
- Excellent Selling, Marketing and communication skills

PROFESSIONAL EXPERIENCE

Baker House Food Stuff Trading (Dec-2019--Present): **Dubai, U.A.E**

Designation: Sales Manager (Sales & Business Development)

Job Profile:

- Market development for bakeries, hotels restaurants and pastries shops and catering companies
- Tele calling and setting up appointments with targeted customers and meeting them for business discussions
- Delivering samples for required products to clients and calling them for the feedback
- Following up the customers for order confirmation
- Arranging demos for the clients with baker house chef on required products on demand of clients
- Sharing the SOA with clients and following them for payment collection
- Collecting payments and cheques and depositing to company accounts
- Attending food related exhibitions (Gulf food) and exploring the new products to add into product range with affordable cost for the sake of profits
- Work closely with internal and external work partners to execute brand strategy and service strategy to boost product image
- Liaising with Key accounts & Clients to ensure that we best serve them and supply them on time with the quality products used in their outlets or production to attract for more clients
- Assist clients in developing, improving and launching new products & services in market.

BrandPort International (March-2016—Dec 2019)

Dubai, U.A.E

Designation: Head of Sales & Marketing (Marketing & Branding)

Job Profile:

- To prepare marketing & Advertisement strategies for Clients
- Plan marketing and branding objectives for key accounts and clients
- Develop communicate material (look & feel, ATL, BTL, PR etc) and oversee the production of all TTL communication material for clients
- Develop marketing programs & promotions to improve brand recognition for clients existing & new products & Services in UAE
- Sharing innovative & new product development ideas with client
- Researching consumer markets, monitoring market trends and identifying potential areas in which to invest, based upon consumer needs and spending habits for clients
- Prepare marketing plans and manage campaigns to achieve clients marketing & Advertisements objectives to increase sales of clients through digital marketing strategies
- Work closely with internal and external work partners to execute brand strategy and service strategy to boost product and services
- Liaising with Key accounts & Clients to ensure that we best serve them and supply them with communication material that can be used in their market to attract for more clients
- Assist clients in developing, improving and launching new products & services in market.

Rainbow Gulf Solutions-(Jul-13-2014-Feb 2016): Dubai, U.A.E

Designation: Assistant Manager (Marketing, Branding & Advertising)

Job Profile:

- To prepare marketing & Advertisement strategies for Clients
- Plan marketing and branding objectives for key accounts and clients
- Develop communicate material (look & feel, ATL, BTL, PR etc) and oversee the production of all TTL communication material for clients
- Develop marketing programs & promotions to improve brand recognition for clients existing & new products & Services in UAE
- Sharing innovative & new product development ideas with client
- Researching consumer markets, monitoring market trends and identifying potential areas in which to invest, based upon consumer needs and spending habits for clients
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- Work closely with internal and external work partners to execute brand strategy and service strategy to boost product and services for clients
- Assist clients in developing, improving and launching new products & services in market.

MBTek Marketing Technologies (Feb, 10th 2012- June, June 2014-)Dubai UAE

Designation: Sr. Sales & Marketing Executive

Job Profile:

- Handling inbound calls at customer services for solution of queries for customers.
- Appointment settings with customers
- Conducting Meetings and pitching marketing services
- Sending agency profile and required proposals to prospects and clients
- Achieving daily, Weekly & monthly sales and quality targets
- Managing campaigns for clients (For SMS, Whats App, newsletter and Social Media Management
- Assisting the line manager for campaign management
- Attending the training sessions & conferences arranged by client
- Creating marketing plans and startup for new client and guiding them to increase their business
- Assisting clients to understand the value of advertisement and campaign

The Financial Daily (May 2007-Dec 2011) - Karachi, Pakistan Designation:

Marketing & Business Development Manager

Job Profile:

- Developing new business & marketing for the financial News paper
- Managing the Ads and Space selling in the News Paper and Magazine
- Arranging the conferences and press releases on behalf of the news paper
- Interviewing the business experts for marketing forecasts
- Conducting training & motivational sessions for subordinates to enhance skills
- Keeping accurate records of discussions or correspondence with customers;
- Reporting Chief Editor and director Financial Daily News Paper and Group
- Managing to achieve given Daily, Weekly, Quarterly and Yearly targets

AMZ ACCESS/Global Cyberport (Oct 2004-Apr 2007) - Karachi, Pakistan

Designation: Team Manager: (CC, Bank of America & other US banks)

Job Profile:

- Worked in USA Zone. (Telemarketing in United States of America & UK.)
- Worked on different campaigns such as Govt. grants, Mortgages, Appointment Setting, Landline connections, and Mobiles surveys.
- Meeting daily/weekly/monthly targets.
- Keeping record of calls and sales on daily basis and keeping back-ups.
- Conducting training & motivational sessions. Investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants;
- Handling customer complaints or any major incidents, such as product's damage or fixing problems.
- Keeping accurate records of discussions or correspondence with customers;
- Analyzing statistics or other data to determine the level of customer service your organization is providing;

EDUCATIONAL QUALIFICATIONS

2011	Preston Institute Management Sciences & Technology	Karachi, Pakistan
	<ul style="list-style-type: none">MBA, Majors in Marketing	
2004	University of Punjab	Lahore, Pakistan
	<ul style="list-style-type: none">B.A, major in Education & Humanities	
2003	Pakistan Adventist Seminary	Lahore, Pakistan
	<ul style="list-style-type: none">BBA, major in Accountancy & Marketing	
2002	Pakistan Adventist Seminary	Lahore, Pakistan
	DBA, Accountancy & Business Administration	
2001	Intermediate and Secondary Education	Lahore, Pakistan
	<ul style="list-style-type: none">FA, Intermediate in Liberal arts.	
1999	Intermediate and Secondary Education	Lahore, Pakistan
	<ul style="list-style-type: none">Matriculation.	
1998	Pakistan Adventist Seminary	Lahore, Pakistan
	<ul style="list-style-type: none">Master Guide Training for youth ministry	

OTHER COURSES

- T.O.T Certification from Skill Development Council of Pakistan
- English Accent Training from Ensign Communiqué
- Spanish language conversation course from AMZ ACCES Karachi Pakistan

I.T. SKILLS

- Internet & E-mail applications
- Good knowledge of Microsoft office
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PERSONALITY DEVELOPMENT EFFORTS

- Received Honor of Praise from Pakistan Adventist Seminary as a young worker.
- Won prizes in debates, essay, extempore & speech competition at school and college level & sports (Racing), group cultural activities.
- Participating in social activities like tree plantation, polio awareness etc.
- Was an active Member in youth during the college level.
- Giving helping hand to needy in the need of hour.