



Muhammad Akash Ahmad

Business Graduate

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Date of birth: January 22, 1996

I'm self-driven, proactive, Energetic, optimistic, motivated and target oriented professional with 5 years plus experience of sales, marketing, dealers network, distribution handling and force management, a fast learner and able to absorb critical situations if needed. I have prominent abilities of performing under pressure, productive negotiation skills, development, and motivation of sales force to generate results

EDUCATION

Bahuddin Zakariya University, Multan (IMS Department)

2019-2021

MBA (Marketing) – CGPA/Grades: 3.53

Relevant Courses: Strategic Marketing, Brand Management, Leadership & Organization Behavior, Strategic Management, Service Marketing.

University of Education, Lahore

2015-2019

BBA Hons (Marketing) – CGPA/Grades: 3.31

Relevant Courses: Principle of Marketing, Marketing Management, Organizational Behavior, Entrepreneurship, International Marketing, Marketing communication.

City College of Science & Commerce Multan

2013-2015

FSC (Pre-Engineering) Marks: 624/1100

Relevant Courses: English, Urdu, Physics, Chemistry, Mathematics, Pakistan Studies and Islamic Education.

Nishat Group of Schools & Colleges Multan

2011-2013

Matriculation Marks: 780/1050

Relevant Courses: Biology, Physics, Chemistry, English, Urdu, Mathematics, Pakistan Studies, Islamiyat.

EXPERIENCE

Ghandhara Tyre & Rubber Company Limited (GENERAL TYRE)

Less than 1 Year

Category Manager – Trade Network (Dealers)

(Sep-2025 to Continue)

- Managed and expanded a network of dealers across Lahore, Gujranwala, and Sialkot, driving tire sales and increasing market penetration for GTR Tires.
- Developed and executed tailored sales strategies, consistently achieving and exceeding regional sales targets in a competitive market.

- Monitored market trends and competitor activity, adjusting strategies to capture new opportunities and drive growth within the tire industry.
- Provided ongoing product training and sales support to dealers, ensuring they had the tools and knowledge to meet their sales targets.
- Evaluated dealer performance using KPIs, offering feedback and support to enhance sales effectiveness and operational efficiency.
- Addressed dealer concerns and operational challenges, maintaining strong, positive relationships with key partners.
- Collaborated with cross-functional teams to ensure timely delivery, efficient operations, and customer satisfaction across the territory.
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Aisha Steel Mills LTD (Arif Habib Group)

1.7 Year

Sr.Executive Sales & Marketing- Trade Network

(Feb-2024 to Aug 2025)

- Achieved business targets in respective market via different strategies.
- Making tailored offers to achieved best values for customer and highest ROI.
- Developing dealers network to enhance sales.
- Working on product portfolio of current dealers improve & boost their sales.
- Getting updated information of the competitors/ Export to make high value offer to the customers.
- Responsible for developing sales strategies.
- Maintaining a close/ healthy relationship with dealers.
- Maintaining communication channels both from dealers and fabricators.
- Achieving SKU's wise, Region wise, Dealers wise sales targets.
- New product development, new segment development.
- **SAP** Sales & Distribution and **SAP** Products .

Maple Leaf Cement Factory PTV LTD

1 Year

Assistant Manager Marketing & Sales

(Jan-2023 to Jan-2024)

- Boosting Brand Awareness
- Understands the trends and customer preferences
- Performed essential tasks for increasing the business sales
- Event Management
- New product Launches
- Sales Route Map by aligning with RSM
- Sales Support by visiting market with concerned Sales Personal
- Meet Primary & Secondary sales target by extensive follow-ups and Market Visits.
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Pepsi Cola (Shamim & Company Limited)

3 Years

Territory Sales Executive

(Jan-2020 to Dec-2023)

- Managed Beverages Business Unit in assigned Territory
- Sales Team Supervision
- Distribution Management & Handling
- Market grip by closely work on GT, IMT & LMT
- Shelf Management by merchandising team
- Increased the Revenue by 25% in July2020
- Business Penetration
- Relationship Management with distributors/wholesaler & Team
- Achieving secondary sales targets.
- Training and motivating the sales team by providing them a winning mind-set.
- Strong Relationship in the market through foot work in the market.

PROJECTS

Final Year Project:

- **Thermocol Bricks** – The bricks made up from thermocol sheets. The idea comes from that the normal brick having the higher cost where thermocol sheet cheaper in price and long-lasting life span. It can also be used as ceiling as well as bricks.
- **Rohi Culture Products:** Basically, it is a subject international marketing so our professor assigns this to make a new product and apply on the international level. I think the biggest challenge over time is that we stay creative and making sure that we continue to launch awesome products that people love. So, I made a New Product and promote them to Canada. The products are kundan jewelry, chunri dresses and Rohi culture.

ADDITIONAL SKILLS

- Proficient at **Microsoft Word, Excel, PowerPoint.**
- Proficient in English, Urdu.
- Committed to work, Proficient in communication, Presentation and interpersonal skills.
- Open to active listening in problem solving with good leadership and management skills.

HONOURS & AWARDS

- Got a 2nd position in Documentary film festival 2019
- Got an appreciation award in International Marketing project.
- Best presentation on BIZHUB.

EXTRA – CURRICULAR

- **In-charge**– Industrial linkages cell IMS, BZU (2019-2020)
- **Assistant Director of BIZHUB** – (UE 2016-18)
- **In-charge Students Affair** – BBA Departments (2018-19)
- **Member Management of Convocation** - UE (2015-17)