



# ISHFAQ AHMED

Trade marketing officer

## PROFILE

I am a punctual and motivated individual who is able to work in a busy environment and produce high standards of work. I am an excellent team worker and am able to take instructions from all levels and build up good working relationships with all colleagues.

## CONTACT

PHONE:  
0310-5798055

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Address:  
Islamabad

## SKILLS

- Creative and problem solving
- Leadership
- Problem solving
- Interpersonal Skills
- Communication skills
- Microsoft Office
- Data analysis
- Market Research
- Social Media Marketing
- Sales Marketing skills
- Creating and manage WordPress websites
- Digital Marketing
- Search engine optimization (SEO)
- Manage E commerce website
- Managing Google ads and social media ads

## EDUCATION

### Master in business administration (MBA) Marketing

2019 - 2021

Federal Urdu University Islamabad

### Bachelor in business administration (BBA) Marketing

2013 - 2018

Federal Urdu University Islamabad

## WORK EXPERIENCE

### Berger Paints Limited Islamabad | Sales Lead Associate

#### ➤ March 2025–Present

- Assist the Sales Manager in achieving monthly and annual sales targets.
- Manage day-to-day sales operations,
- Identify and pursue new business opportunities and markets
- Promote Products through Back selling.
- Monitor competitor's policies schemes and price lists.
- Analysis secondary sales.
- Visiting the market regularly to ensure that the brand is visible as guidelines.

### Pak Elektron Limited (PEL) Rawalpindi | Trade Marketing officer

#### ➤ Jan 2022–Feb 2025

- Manage merchandisers team.
- Manage and solve dealers' complaints.
- Monitor competitor's policies schemes and price lists.
- Provide product training to floor salesman (FSM) and collect feedback from dealers.
- Effective deployment of POSM, POPs material and shop branding.
- Supervise marketing campaigns, BTL ATL promotional activities.
- Manage shop billboard taxation issues.
- Analysis secondary sales.
- Make comparison of all products and prices in the market.
- Visiting the market regularly to ensure that the brand is visible as guidelines.

**Orient Group of Companies**  
**Rawalpindi | Market Coordinator**

➤ **Aug 2021–Dec 2021**

- Manage and solve dealers' complaints.
- Effective deployment of POSM, POPs material and shopbranding.
- Manage all BTL and Marketing activities.
- Supervise Sales Support Activities.
- Monitor competitors' product policies price lists and schemes.
- Tracking display Products units.

**LANGUAGE**

- Urdu
- English

**Reference**

- Available on request