

Touseef Irshad *Sales Manager Int*

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📍 Abbottabad, KPK

📅 07-10-1995

📞 13101-7857661-9

👤 Single

🇵🇰 Pakistani

🚗 LTV



Profile:

Results driven and organized Regional Manager with over 7 years of experience in LMT, B2B, Distribution Management and International sales management, business development and client relations.

🎓 Education

Bachelor's, *Virtual University of Pakistan*

08/2014 – 09/2018

Bachelor of Science (BS) in Sales & Marketing

Abbottabad

Virtual University of Pakistan – Abbottabad Campus

CGPA: 3.6 / 4.0

Business Development with AI, *ectera.uk*

11/2021 – 02/2022

Post Graduate Diploma (PG) in Business Development

London

Lectera Academy – London Campus | Graduated: 2022

Percentage: 82%

Digital Marketing, *Digiskills.pk*

03/2020 – 05/2020

Diploma in Digital Marketing

Islamabad

Digiskills.pk 📄 – Distance Learner

📁 Professional Experience

International Sales Manager (Asia , Europe & Middle East),

05/2024 – Present

Souvenir Tobacco Company

Islamabad

Role and Responsibilities:

- Supervised and motivated a regional sales team to meet monthly and quarterly sales targets.
- Developed and executed strategic sales plans to expand the company's B2B client base.
- Built and maintained relationships with local and International distributors and corporate clients.
- Analyzed market trends to identify new sales opportunities in the tobacco sector.

Assistant Manager Corporate Sales, Maple Leaf Cement Company

03/2022 – 05/2024

Role & Responsibilities:

Abbottabad

- Manage corporate client relationships and ensure timely delivery of products and services.
- Identify new business opportunities and develop customized proposals for large corporate clients.
- Coordinate with internal departments to streamline order processing, billing, and client support.
- Prepare and present sales forecasts, reports, and performance analysis to senior management.
- Support the Regional Manager in developing marketing strategies and achieving monthly sales targets.
- management.

Area Sales Manager, Godrej Cosmetics & Hair Colors

02/2020 – 03/2022

Role & Responsibilities:

Hazara Division

- Supervised sales operations across multiple districts, ensuring achievement of monthly and quarterly sales targets.
- Managed a network of distributors, retailers, and beauty consultants to promote Godrej hair color and personal care products.
- Conducted market visits to monitor brand visibility, product placement, and customer feedback.
- Trained field sales representatives and promoted adherence to merchandising and promotional standards.
- Collaborated with marketing and supply chain teams to optimize inventory and plan promotional campaigns.

Brand Ambassador (D2C), British American Tobacco

10/2018 – 02/2020

Role & Responsibilities:

Abbottabad

- Represented BAT brands at trade and promotional events to enhance brand awareness and loyalty.
- Built and maintained positive relationships with retailers, distributors, and customers.
- Assisted in executing marketing campaigns and collecting consumer insights from the field.
- Ensured effective in-store branding, product placement, and promotional material display.

 **Skills**

- B2B & B2C Marketing Strategies
- Key Account Management
- Zoho CRM
- Regional Team Leadership
- Corporate Sales & Business Development
- Digital Marketing
- Sales Forecasting and Report
- Ms-Office