



# Muhammad Ghufraan Zaheer

Business Development Representative ([CSR] Sales and Marketing)

+92-312-511-2722 | Sawera Sky Towers, Plot No # 1, PECHS, Block 3, Karachi.

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## SUMMARY

Business Development Representative ([CSR] Sales, and Marketing) with over 2.5 years in serving customers, resolving their issues, and making proposals that identify common interests and needs. Expert in Communication Skills and Microsoft Office. A team player and a highly motivated individual willing to learn new technologies and methods related to Business Development Representative ([CSR] Sales, and Marketing). Able to adapt to different work cultures always ready to accept new challenges.

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## HARD SKILLS

- English Language (Both Verbal and Written)
- Problem Solver
- Microsoft Office
- Business Development
- Sales and Its Cycle
- Increase Customer Satisfaction
- Deliver via Performance Metrics
- Identify Client Needs
- Negotiation Techniques
- Product Solutions
- Marketing Tactics

## SOFT SKILLS:

- Building Professional Relationships with Clients
  - Communication
  - Driven (Motivated)
  - Client Engagements
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## **WORK EXPERIENCE**

**Marketing Services Bureau, Karachi, Pakistan**

**Senior Client Service Representative, BD, Sales & Marketing**

**Nov 2018 – May 2021**

Part of the Activation Agency & Projects: responsible for developing the Proposals mostly related to ATL/BTL services. Started with the Internship and was promoted from time after time. My responsibilities include:

- Evaluating Customer needs, and experiences, reporting back to the management
- Attaining Customer Queries and delivering them the right information
- Collecting Past Data from the Clients and making In-Depth analysis
- Engaging Potential Clients

## **EAGER TO LEARN:**

**CRM SOFTWARE, I.E., (SALESFORCE AND OTHERS)**

**Advanced Excel**

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## **EDUCATION**

Master of Business Administration (MBA/MPhil - Marketing), Presently Enrolled

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Bahria University, Karachi, Sindh, Pakistan.

Bachelor of Business Administration (BBA-H), 2016-2020

3.28 CGPA

Iqra University, Karachi, Sindh, Pakistan.

Diploma of Engineering (DE), (A-Levels Equivalent, AQF Level 5 Certified), 2013-2014

Credit

MIBT - (Deakin College [University]), Geelong, Victoria, Australia.

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## **CERTIFICATIONS**

- Hafiz e Quran – Barkati Foundation
  - Certificate In Business - CAPS
  - IELTS Certified (Expired) – AEO Pakistan
  - ELICOS – Deakin University
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## **LANGUAGES**

- English
  - Urdu
  - Sindhi
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## **HOBBIES**

- SEO/Content Writing for Blogs, Websites, and others.
- Sports Enthusiast.