



# ASHAR SIDDIQUI

SALES & MARKETING CONSULTANT

- Karachi, Pakistan
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## EDUCATION

- MBA (Marketing)**  
BAHRIA UNIVERSITY,  
KARACHI  
2020
- BBA**  
BAHRIA UNIVERSITY,  
KARACHI  
2018
- HIGH SCHOOL**  
PIHSS, SHARJA, UAE  
2014

## LINKS

LinkedIn:  
[www.linkedin.com/in/muhammad-ashar-siddiqui](https://www.linkedin.com/in/muhammad-ashar-siddiqui)

## SKILLS

- Digital Marketing Skills
- Reflective Listening
- Project Handling Skills
- Basic Account Management
- Microsoft Excel
- Analytical Mindset
- Client Relationship
- Strategic Planning
- Negotiation
- Devising Strategic Plans to Expand Sales
- International Client Handling
- Business Strategy
- Collaboration
- Emotional Intelligence
- SWOT Analysis
- Teamwork

## ABOUT ME

- A brave business development enthusiast, a salespreneur at heart and a fine communicator with active listening skills. I excel in understanding client's problem and match it with the right product.  
  
Achievements
  - In 2021, I achieved in establishing a business partnership between two multinational companies successfully.
  - I was awarded Performer of the year in 2019.
  - I generated sales of \$ 95,000 in 2018, within 6 months of my employment.

## WORK EXPERIENCE

- Sales & Marketing Specialist | December 2020 - January 2022**  
**Shin Ryu Co, Ltd. | Yokohama, Japan.**
  - Making sure clients are satisfied with the sales cycle, reporting about the current demand in the market to the sales director. Managing the procurement process along with the sales process. .  
  
Conducted successful business trip to middle east for the expansion of overseas business.
  - Build account plan for key clients, conduct 'Lunch & Learn' sessions, present new products and introduce new advancements in modified products, giving them customized packages to increase monthly sales.
  - Create a push for in-stock inventories for fast-paced projects. Nurture the relationship with existing corporate accounts and making sure to maximize the incoming inquiries.
  - Develop monthly sales forecast for new projects and expected projects. Furthermore, at month end, comparing the tentative and actual sales growth.
  - Conducting meetings with shipping companies that can facilitate the export process, negotiations with supplier and connecting outsourcing companies with the directors.
- Sales Team Leader | October 2019 - June 2020**  
**SBT JAPAN | Karachi, Pakistan.**  
  
Holding weekly sessions with team members, following up with their challenges, providing market insights. Communicating with division manager in regards to the team performance and how to improve it. Reached \$ 1,000,000 Team sales.
  - Market expansion with 10+ clients from regions around the world. In addition to that, opening new windows in regions where sales was rarely coming. Overcoming language barrier, providing assistance to sales agent to achieve their targets.
  - Suggested new tactics to hold canceling customer, resulting in decrease in cancellation. Speaking with clients of team members where it is necessary.
  - Assisting marketing team for online lead generation, following market penetration with new strategies, suggesting the procurement department to what to keep for inventory and what to stop buying, having an eagle eye on market dynamics.
  - Generating more sales by conducting meetings with different departments, on how to sell other products to the existing clients, working as a team to accomplish sale targets of both the departments.
- Sales Executive | July 2018 - September 2019**  
**SBT JAPAN | Karachi, Pakistan.**
  - Gained knowledge in regards to the bidding system, product knowledge, and excelled in communication with potential clients. After, increasing sales of a newly department, started training of other team members, to ensure there goals and targets are being met.
  - Increased inquiries on social media by engaging with inflowing customers also performed marketing on platforms namely; Alibaba.
  - Cultivated at least 10 new leads everyday for follow ups, reached \$ 95,000 Sales in the first six months.
  - Managed database campaigns and served as primary contact between client and division managers to ensure clarity of goals and deadlines.

## Certification

- Secured 7.0 Bands in Ielts Exam, having English Fluency.