



**MBA** specializing in marketing from a top-tier university. Expert with an understanding of Brand Management, Marketing Communication, and product development at all stages. Exceptional Analytical skills with strong business acumen.

# Sobia Ahmed

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## Skill Highlights

- Expert communication
- Project management
- Strong decision-maker
- Complex problem solver
- Creative design
- Innovative
- Service-focused

## Languages

English  
Urdu

### WORKING EXPERIENCE:

- -Worked in Alriaz Agency as Business Development Executive Sales and Marketing (Dec-2021 to April-22)
- Worked in Jazaa Foods By Junaid Jamshed (FMCG) as BDE Export (Oct-2020 to June 2021)

### Job Responsibilities:

- Developing and implementing marketing techniques that will drive new customers.
- Monitoring relationships with existing customers through CRM systems
- Conduct research to identify emerging trends of consumers.
- Contributes information, ideas, and research to help develop marketing strategies.
- Implement innovation campaigns to drive higher customer retention and loyalty.
- Conducting market research and analysis to evaluate trends, brand awareness, and competition ventures.
- Organizing and overseeing advertising/communication campaigns
- Strong strategic thinking and excellent communication skills enabling you to work across, and engage with, internal and external teams.
- Provide Brand Strategy inputs: Develop an annual broad Marketing plan & execute
- Product Promotions, Developing & refining a brand's in-store demonstration program.
- Monitor market share performance of brand across various markets and implement area-specific plans
- Developing new categories within the brand along with NPD responsibilities.
- Procuring new clients through direct contact, email, and collaboration with the marketing department.

### PROJECT EXPERIENCE

- Developed Job Descriptions & specifications of managerial and non-managerial positions in the organization
- Designed Organograms
- Analyzed the HR Structure of various organizations.
- Observed the recruitment practices of various MNCs and Non-MNC.

### RESEARCH EXPERIENCE

- Researched Employee satisfaction regarding the relationship between culture, environment, and incentives inside the organization.
- Analyzed the customer behavior in the service encounter
- Researched An exploration examination on client loyalty concerning consumer satisfaction and affecting factors of association reliability and responsiveness in hospital industries.

### **Achievement:**

Awarded as “Best Performer” recently in Jazaa Foods 5<sup>th</sup> Anniversary.

### **Education:**

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<b>MBA (Marketing)/ MPHIL</b> <b>Iqra University</b>	2018-2019
<b>BBA (Hons)</b> <b>Iqra University</b>	2014-2018

### **References:**

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**References are available on request.**