

MUHAMMAD ZESHAN

GENERAL MANAGER - SALES & COMMUNICATION

+923190817077

Islamabad, Pak

muhammadzeshan.mr@gmail.com

mrmuhammadzeshan

PROFESSIONAL SUMMARY

Communication and Sales Manager with 4+ years of experience in real estate, leading high-performing sales and creative teams. Skilled in aligning brand vision with revenue goals through impactful campaigns and innovative digital strategies. Proven success in executing 30+ national events across Pakistan.

PROFESSIONAL SKILLS

- Leadership and Coordination
- Marketing and Execution
- Event Planning and Execution
- Client Relationship Management
- Social Media Management
- Campaign Strategies
- Data Management
- Brand Management
- Day to day Operations
- Content and SEO Strategy
- Attention to detail
- UI/UX Oversight

INTERNATIONAL WORK EXPERIENCE

BUSINESS DEVELOPMENT & NETWORKING

Muscat, Oman • Oct 2024 - Nov 2024

- Explored business opportunities in Oman for one month, participating in the inaugural Pak-Oman Business Expo.
- Engaged with industry professionals, fostering connections with key players across multiple sectors.
- Gained valuable insights into international business practices and trends in the Gulf region.

NATIONAL WORK EXPERIENCE

GENERAL MANAGER - SALES & COMMUNICATION

Dream Land Marketing & Builders Pvt.Ltd
Islamabad, Pakistan • Nov 2024 - Present

- I lead the strategic planning and execution of all sales and communication initiatives for the organization. My role bridges the gap between brand messaging and business growth, ensuring that our sales goals align seamlessly with a powerful market presence.

CHIEF MARKETING OFFICER

Wirasat Pvt. Ltd
Islamabad, Pakistan • Jul 2021 - Sep 2024

- Developed and implemented marketing strategies for five diverse projects driving brand growth and market recognition.
- Led a cross-functional creative team of 35+ professionals, fostering collaboration, innovation, and ensuring the on-time delivery of high-impact projects.
- Directed data-driven digital marketing campaigns across Meta platforms (Facebook, Instagram) and Google Ads, achieving significant engagement and maximizing ROI.

SHIFT MANAGER

Kentucky Fried Chicken (KFC)
Islamabad, Pakistan • Oct 2020 - Apr 2021

- I ensured strict adherence to quality and food safety standards while optimizing inventory management, resulting in a 10% reduction in wastage and enhanced operational efficiency.

CREW LEAD

Kentucky Fried Chicken (KFC)
Islamabad, Pakistan • Sep 2018 - Nov 2019

- I conducted skill-building sessions while actively monitoring crew performance, delivering constructive feedback and support to foster exceptional customer service and team development.

EDUCATION

Master's Degree in Media and Communication, *Specialization: Films and Production*

National University of Science and Technology (NUST)

Islamabad, Pakistan • September 2021 – December 2024

Bachelor's Degree in Media and Communication, *Specialization: Research*

International Islamic University Islamabad (IIUI)

Islamabad, Pakistan • September 2016 – September 2020

PROFESSIONAL CERTIFICATIONS

Effective Communication in the Globalised Workplace

National University of Singapore - Coursera • Issued - Jan 2024

Credential ID 6DHK3FVJTHRA

Strategic Self-Marketing and Personal Branding

The State University of New York - Coursera • Issued - Dec 2023

Credential ID EC8RG7FM9JZ6

Twitter, LinkedIn, and YouTube Marketing

Digital Marketing Institute - Coursera • Issued - Jan 2024

Credential ID VP6ZASXKJ3LB

Brand Management: Aligning Business, Brand and Behaviour

University of London - Coursera • Issued - Dec 2023

Credential ID HMTDVPUEKHH4

Content Strategy for Professionals

Northwestern University - Coursera • Issued - Dec 2023

Credential ID 7TZGXM3V99XC

Digital Marketing Strategy and Planning

Digital Marketing Institute - Coursera • Issued - Dec 2023

Credential ID BKDJQ5ZZVKMP

KEY PROJECTS

Holiday Homes Murree

Future Fest - Eid se phly Eid Manao

Lahore, Pakistan • March 2024 - April 2024

- *Organized premium booth experiences with virtual tours, personalized consultations, and exclusive buyer incentives.*

Personal Branding for CEO Wirasat Pvt. Ltd

Islamabad, Pakistan • January 2024 - March 2024

- *Led the creative team in designing a personal brand logo for CEO Wirasat Pvt. Ltd, reflecting his stature in the real estate sector.*

CEO Grenoken Pvt. Ltd Personal Branding

Islamabad, Pakistan • October 2023 - March 2024

Grenoken Pvt. Ltd

Islamabad, Pakistan • February 2023 - September 2024

- *Conducted strategic Zoom meetings with international stakeholders to promote the project's innovative approach and sustainable revenue model.*
- *Collaborated with architects, environmental experts, and urban planners to integrate agricultural elements seamlessly into the design.*