

Farhan Ashraf

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240730154421/488r>Bold Profile

Dynamic Business Development Officer with a proven track record at HBL/KONNECT, excelling in new business development and relationship building. Spearheaded marketing strategies and fostered strategic partnerships, driving significant business growth. Expert in staff management and customer satisfaction, blending analytical research skills with exceptional interpersonal abilities to boost client relations and achieve ambitious performance metrics.



Skills

- Relationship building and rapport
- Marketing
- New Business Development
- Research
- Performance metrics
- Goals and performance
- Excellent listening skills
- Staff Management
- Marketing strategy
- Relationship building and management
- Effective negotiator
- Product and service sales
- Sales expertise
- Critical and creative thinking
- Business development and planning
- Customer satisfaction
- Point of sale operation



Work History

Aug 2022 - Business Development Officer

Jan 2024

HBL/KONNECT , Taxila

- Generated new business with marketing initiatives and strategic plans.
- Built relationships with colleagues to facilitate teamwork, cooperation and success.
- Boosted client satisfaction by identifying and addressing their specific needs through tailored business solutions.
- Completed and submitted monthly and yearly reports to support executive decision making.
- Mentored junior team members, sharing expertise and fostering a collaborative work environment focused on achieving shared goals.
- Performed client research and identified opportunities for account growth, account penetration and market expansion.
- Strengthened relationships with key clients by providing exceptional support and maintaining regular communication.
- Negotiated contracts with vendors and clients, ensuring favorable terms for the company's success.
- Collaborated with sales and marketing departments to support client acquisition.
- Facilitated robust networking within industry events, establishing beneficial connections for future collaborations.
- Streamlined internal processes through continuous evaluation of workflow efficiency, leading to improved organizational agility in responding to market trends.
- Delivered campaigns to solidify new client opportunities and generate new business.
- Identified potential partnership opportunities, leading to strategic alliances that drove business growth.

Jun 2019 - Floor Manager

Jul 2022

Exotic Carspa, I 10/3 Islamabad

- Managed store inventory and stock levels to maintain availability of products.
- Coached employees and trained on methods for handling various aspects of sales, complicated issues, and difficult customers.
- Managed team of **Number** employees to maintain smooth-running operations of shop floor.
- Developed staff scheduling plans that ensured adequate coverage during peak hours without compromising on service quality.



Education

Jan 2019 **Bachelor's In Business Administration : Marketing**
Hazara University Mansehra - Mansehra

Jan 2014 **D.com**
Govt Commerce College Mansehra - Mansehra
Kpk board of technical education Peshawar

2012 **SSC Degree: Science Education**
Marghazar Public School - Dhodial Mansehra

 Languages

English Urdu Pashto Pnjabi Hindko


Advanced (C1)

 Interests

Reading books, sports, hiking, tracking, traveling