



Mazhar Abbas

PROFILE

Dynamic Sales Manager with extensive experience in retail marketing for lubricants and cosmetics. Proven track record in driving sales growth, developing effective marketing strategies, and leading high-performing teams. Adept at analyzing market trends and consumer behavior to enhance product visibility and profitability. Strong leadership skills combined with a passion for fostering customer relationships and delivering exceptional service. Seeking to leverage expertise to contribute to organizational success.

CONTACT ME

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Permanent Address

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SKILLS

Management

Good Team Working

- Demonstration and Strong Communications
- Sales Management
- Customer Relationship Management
- Problem Solving
- Project Management
- Adaptability
- **Driving License(only Bike)]Islamabad 810890**

EDUCATION

BZU MULTAN

B.A 2011

BISE D.G KHAN

F.A 2009

BISE D.G KHAN

Matric 2006

COURSES

- 01 year computer course in TEVTA college D.G Khan
- 03 month Electronic short course in TEVTA College D.G Khan

WORK EXPERIENCE

SALES OFFICER

2024-2025

N sets company UPVC PVC Door & Window | Islamabad

- Spearheading sales initiatives to drive revenue growth and expand market presence.
- Building and maintaining strong client relationships to ensure customer satisfaction and repeat business.

MARKETING MANAGER

2023-2024

Noor auto parts company | Islamabad (Unsatisfied Salary)

- Developed and executed comprehensive marketing strategies that increased brand visibility and sales by 30%.
- Managed digital marketing campaigns and social media presence, resulting in enhanced customer engagement and lead generation.

SPO

2022-2023

Dimond paints | Islamabad (contract)

- Implemented promotional campaigns that boosted product awareness and drove a 25% increase in sales.
- Collaborated with sales teams to identify market trends and enhance customer outreach strategies.

CONTRACT

2021-2022

Health wire | D.G Khan

- Oversaw patient treatment plans and collaborated with healthcare professionals to ensure optimal care delivery and improved health outcomes.
- Spearheaded community outreach initiatives to promote health education and preventive measures, enhancing local healthcare awareness.

STRENGTH

- Self-confident like to face and meet challenges
- able to work independently in any team environment
- ability to prove qualities when required
- excellent motivation power
- well organized planning skills

LANGUAGE

English
Urdu
Punjabi
Sariki

SALES OFFICER 14-Sep 2017 to 13 Dec 2018
Hi Tech lubricants | D.G Khan

- Developed and executed effective sales strategies that increased market share and drove revenue growth in assigned territories.
- Cultivated strong relationships with clients, providing tailored solutions and ensuring high levels of customer satisfaction and retention.

PERSONAL BUSINESS 2014-2017
Retail Marketing (products lubricants, cosmetics)

- Successfully launched and marketed a diverse range of lubricants and cosmetics, increasing brand visibility and driving sales through targeted promotions.
- Streamlined inventory processes and established strong supplier relationships, ensuring optimal stock levels and timely product availability.

SALES SUPERVISOR 2007-2013
Philip Morris (Pakistan) limited
Merchandiser DCC Consumer Contact | D.G Khan

- Led a team of merchandisers, providing training and support to enhance performance and drive sales in the D.G. Khan region.
- Monitored market trends and sales data to develop effective strategies, resulting in significant revenue growth and improved market penetration.

REFERENCE

Available Upon Request