



SUFYAN ALI ZAIB

Sales & marketing Executive

SUMMARY

Results-driven Business sales and Marketing Developer with a strong foundation in Industrial Engineering. Leveraging analytical expertise and innovative thinking to drive business growth and maximize market potential. Demonstrated ability to blend industrial engineering principles with strategic marketing insights to identify new opportunities, optimize processes, and develop creative solutions. Proven track record in cultivating strategic

Contact

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EDUCATION

Masters in Business Administration
(Institute Of Business Management
2021-in progress)

Bachelors in Industrial & Manufacturing Engineering
NED University of Engineering and
Technology.
2015-2018

GCE A' Levels
The City School
2012-2014

GCE O' Levels
Army public school
2010-2012

Certification

- Six sigma White belt
- IELTS Level B2
- German language
Goethe certified

WORK EXPERIENCE

(Sales & Marketing Executive, Soorty Enterprises)/August 2021– July2023)

- Utilized **Buyer Utility analysis** to identify key areas of improvement for the product and service, resulting in enhanced customer satisfaction and loyalty
- Implemented **strategy canvas** analysis to gain a comprehensive understanding of market dynamics and competition, leading to the successful formulation and execution of strategic initiatives that drove business growth and market differentiation
- Successfully led the implementation of **Blue Ocean Strategy** within the organization, resulting in a significant expansion of market share and the creation of uncontested market space, leading to improved profitability and sustainable growth.
- Tracked, analyzed, and leveraged key performance indicators (KPIs), driving actionable insights for optimizing business development strategies.
- Crafted persuasive presentations and collateral, effectively articulating the company's unique value proposition.
- Initiated productive outreach efforts, forging meaningful relationships with stakeholders through **cold outreach, targeted emails, and strategic networking.**
- Conducts in-depth competitor analysis, enabling the development of competitive and compelling marketing strategies.
- Implemented **CRM strategies** and systems to achieve effective customer acquisition like **H&M,C&A,American eagle**, resulting in a notable increase in lead conversion rates and fostering long-lasting customer relationships, ultimately driving business growth and revenue expansion
- Utilized strategic planning and market analysis to identify new business opportunities, assess market trends, and develop innovative strategies for business expansion and market penetration.

Achievements

- Successfully expanded the company's client base by 10% within the first year through strategic prospecting, networking, and cultivating long-lasting partnerships with key industry players.
- Developed and executed a comprehensive marketing campaign that resulted in a 10% increase in brand visibility and market penetration, driving substantial revenue growth and establishing the company as a prominent player in the target market.

Primary Skills

- Sales Acumen
 - Market Analysis
 - Relationship Building
 - Networking Abilities
 - Lead Generation
 - Negotiation Skills
 - Strategic Vision
 - Client Management
 - Opportunity Identification
 - Partnership Building
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Secondary skills

- Digital and social media marketing
 - O'LEVEL's instructor/Career counselor (8 years)
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Extra-Curricular

Activities

- Socializing & networking
- Volunteering
- Sports
- Fitness and health nutritionist
- Shares and stocks

**(Management trainee/Quality Engineer/, Soorty Enterprises
AUG 2019–JULY 2021)**

- Maintaining quality while focusing customer requirement through Strategic planning.
- To execute the overall floor work efficiently.
- Check machine parameters to ensure problem-free production
- Supervising the work of junior staff
- Train employees on quality and safety procedures
- Demonstrated ability to identify innovative strategies and alternatives To achieve resource efficiency in feasibility studies, resulting in informed decision making and successful project outcome.
- Proficient in developing comprehensive feasibility reports with a focus On resource optimization, leveraging analytical skills to assess project Viability, cost-effectiveness, and optimal resource allocation.

Internships

(Dawlance pvt Ltd (Project Internship)/JAN 2018-AUG2018)

Analyzed the root cause of the faulty condenser and evaporator using QC tools and recommended preventative action

(Sanofi Aventis Pvt Ltd/SEP 2017-NOVEMBER 2017)

Learning of product manufacturing and machine specification
Floor visit in every department

LANGUAGES

- English
- Urdu

References

- CEO, Madina group of pharma: +971506353239
- GM, Soorty textile Pvt,Ltd +923144426413