Asim Naeem

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\*\*Visa Sponsorship Required\*\*

**Professional Summary**

Dynamic and results-driven Sales and Marketing Professional with over 7 years of experience in FMCG, business development, and customer relationship management. Adept in market research, team leadership, and executing strategic initiatives to drive growth. Proven ability to manage diverse client portfolios, boost revenues, and foster long-term partnerships. Seeking new opportunities in Qatar with a company offering visa sponsorship.

**Core Competencies**

• Sales & Marketing Management  
• Strategic Planning & Execution  
• Market & Business Analysis  
• Customer Relationship Management (CRM)  
• Logistics & Supply Chain Coordination  
• Team Leadership & Staff Training  
• Communication & Presentation  
• Time Management & Problem Solving

**Professional Experience**

Punjab Beverages Company (PepsiCo), Faisalabad, Pakistan

Market Development Executive | Mar 2018 – Present

- Planned and implemented strategic marketing programs to boost numeric and weighted distribution  
- Led KPI tracking to ensure target achievements and market growth  
- Conducted market research and competitor analysis for data-driven decision-making  
- Developed new business leads and supported cross-functional teams with strategic presentations  
- Mentored and coached sales teams, managed reporting, and project oversight

Arshad Group, Faisalabad, Pakistan

Marketing Executive | Jun 2017 – Mar 2018

- Managed product development and improved sales through disciplined execution  
- Collaborated with internal teams to ensure product availability and process streamlining  
- Supported brand growth through internal process enhancements and campaign planning

Caaptan Group, Gojra, Pakistan

Sales Officer | Sep 2014 – Jan 2016

- Maintained client relationships and identified new business opportunities  
- Conducted strategic meetings with department heads to propose marketing improvements  
- Boosted brand awareness and communication through cross-functional collaboration

**Education**

MBA – Marketing

International Islamic University, Islamabad (2016 – 2017)

BBA – Marketing

National Textile University (NTU), Faisalabad (2010 – 2014)

**Certifications**

- Business Ethics – PATD, Faisalabad (2014)  
- Mashroob Product Management – NTU, Faisalabad (2014)

**Personal Details**

Date of Birth: June 30, 1992  
Nationality: Pakistani  
Relocation: Open to relocation in Qatar (Visa Sponsorship Required)