

SYED AYAZ SHAH

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Career Objective ▾

Sales & Marketing professional with 11+ years of experience in business development, retail & channel distribution, category management, and telemarketing. Proven record of exceeding targets, executing go-to-market strategies, and closing sales through strong customer engagement and strategic planning.

Professional Experience ▾

MAHIYAZ SERVICES

May 2023 till Oct 2025

Worked as a Coordinator & Administrator, supporting marketing, finance, and operations teams. Managed sales budgets and expenses, tracked leads and team performance using CRM tools, and ensured smooth coordination across departments. Efficiently resolved team or customer issues, contributing to improved workflow, customer satisfaction, and operational effectiveness.

EITC LLC. Dubai UAE (DU)

Jan 2021 till July 2022

Worked as a Retail Store Agent at EITC Telecommunication (DU), responsible for front-line customer service and sales operations. Handled customer complaints efficiently, raised trouble tickets (T Ts) for issue resolution, and supported customer retention initiatives. Managed daily sales activities, including registration and activation of new and existing SIM cards, while ensuring compliance with company policies and service standards.

Trans orient Passenger Transport Bus Rental LLC Dubai UAE

July 2018 till Sep 2020

Worked as an Administrator & Public Relations Officer (PRO) at Trans Orient Passenger Service, managing administrative functions and public relations activities. Collaborated closely with sales, marketing, and management teams to develop effective solutions and successfully accomplish shared organizational objectives.

Shan Foods PVT LTD Pakistan

Mar 2015 till Nov 2017

Worked as a Merchandiser & Distributor for Karachi City, responsible for managing product distribution and in-store merchandising operations. Supervised sales teams and individual representatives at all levels to maximize productivity and sales performance. Ensured optimal brand availability, visibility, and shelf presence across assigned retail outlets, contributing to increased market penetration and sales growth.

National Foods PVT LTD Pakistan

Aug 2010 till Jan 2015

Worked as a Merchandiser at National Foods, managing sales and marketing activities to achieve targeted results. Set monthly sales and marketing goals and oversaw operations in semi-urban markets, ensuring brand visibility, product availability, and market growth.

Academic Qualification ▾

UNIVERSITY OF KARACHI

Bachelor in commerce

Languages ▾

English
Hindi / Urdu
Pashto
Punjabi

Personal Detail ▾

Fathers Name : Syed Ameer Shah
Nationality : Pakistani
Gender : Male
Marital Status : Married
Driving License : Under Process

Computer Literacy ▾

- MS Office. Word / Excel
- Ability to learn and work on any kind of company's internal software.

Working Summery

- Ability to work independently as well as part of a team.
- Ability to work under pressure.
- Proactive & highly self motivated.
- Handle all type of trouble shooting.
- Problem solving
- Negotiation and persuasion
- Communication
- Commercial awareness (or business acumen)

Reference ▾

- Will be furnished upon request.