



TOUFEEQ AHMAD

SALES & MARKETING EXECUTIVE

+974-7442-3638 | taufeeqahmad227@gmail.com | QID: 29658614682 | DOHA, QA

CAREER SUMMARY

Highly energetic and resourceful Sales & Marketing Executive with over **10+ years** of experience in sales, customer service, and market development. Strong technical and marketing knowledge with a proven ability to resolve customer queries professionally and contribute to business growth, with a focus on the Qatar market.

EDUCATION AND CERTIFICATION

Bachelor's degree | Govt College of Science, Pakistan

2015

TECHNICAL SKILLS

- Electrical Equipment Sales
- B2B Sales & B2C Sales
- Industrial Client Management
- Tendering & Quotations
- Electrical Product Knowledge
- Sales Reporting
- Market Development
- Negotiation

WORK EXPERIENCE

Sales & Marketing Executive | Al-Baraq Elect Ware Trade, Sharjah

2019- 2025

- Promoted and sold premium electrical brands including **ABB, Schneider Electric, Hager, Legrand, MK Electric**, and **Ducab Wires & Cables** to contractors, consultants, and industrial clients.
- Managed B2B sales operations for electrical distribution products such as MCBs, MCCBs, ACBs, isolators, distribution boards, switches & sockets, wiring accessories, and power cables.
- Developed strong business relationships with MEP contractors, EPC companies, panel builders, and project consultants to secure project-based sales.
- Generated new business opportunities by identifying construction, infrastructure, commercial, and industrial projects requiring electrical equipment.
- Promoted **Ducab cables** and wiring solutions for residential, commercial, and industrial electrical installations.
- Conducted technical product presentations and demonstrations to consultants and procurement teams to influence brand selection during project design stages.
- Achieved sales targets by effectively promoting **switchgear, wiring accessories**, circuit protection devices, and industrial electrical solutions.
- Collaborated with suppliers and distributors to ensure product availability, competitive pricing, and timely delivery for project execution.

- Monitored competitor brands, market demand, and pricing strategies to strengthen market position and increase product penetration.
- Supported project teams in tendering processes, product submittals, and compliance with international electrical standards.
- Maintained strong after-sales service and technical support, ensuring long-term client satisfaction and repeat business.

Sales & Marketing Executive | Al-Azhar Elect Ware Tr. L.L.C

2017- 2019

- Managed sales and marketing of electrical products from **RR Kabel, Belden, Siemens, and Eaton** across industrial and commercial sectors.
- Developed strong relationships with **MEP contractors, EPC companies**, panel builders, and consultants to promote electrical solutions.
- Prepared technical proposals and quotations for cables, automation components, and electrical distribution products.
- Provided product selection support to clients based on project specifications and electrical load requirements.
- Achieved monthly sales targets through strategic client engagement and project-based sales opportunities.

Field Sales Representative | Procter & Gamble (P&G)

2010- 2016

- Be as precise as possible. Don't write long paragraphs.
- Highlight your accomplishments but don't exaggerate; they will ask questions from your resume during the interview.
- If you are applying for a position in a new area, emphasize the skills you have established that will be useful in this position.

LANGUAGE

- Arabic
- English
- Urdu/Hindi

PERSONAL DETAILS

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|--------------------|---|
| • Full Name | Toufeeq Ahmad |
| • Phone Number | +974-7442-3638 |
| • Email Address | toufeeqahmad227@gmail.com |
| • Current Location | BARWA Village, Doha |
| • Nationality | Pakistani |
| • Date of Birth | 01-Feb-1996 |
| • Passport No | AX1179362 |
| • QID No. | 29658614682 (Transferable) |
| • Driving license | UAE license (799127), Qatar (Under Process) |