



MUHAMMAD IRFAN ZIA

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Preface

Project Management, Sales, PR, Marketing and Business Development Professional with **12 years** of experience in training and supervising Sales & Marketing Team as well as planning and implementing Sales & Marketing strategies. Successfully managed several marketing campaigns while leading a team of 20 professionals. Seeking to bring my proven record of team leading and launching successful marketing campaigns into filling a senior sales & marketing managed position.

Strengths

- Spoken English (IELTS Band 8.5)
- Project Management
- Compelling Deal Closer
- B2B and B2C Exposure
- Competitive Market Analysis
- Strategic Planning, Strategic Partnerships & Alliances
- Direct and Channel Marketing
- Interpersonal & Intrapersonal Skills
- E-Commerce Strategy Development

Professional Experience

Feb 2021 – Oct 2021

UFC Gym

Lahore, Pakistan

Unit Head Sales

- Managing Sales Team, setting targets, providing proper training to achieve those targets.
- Selling Lifetime Memberships for the club by using PR, Member Referrals, Website and Social Media Leads.
- Generated 13 million Revenue from New Memberships in 7 Months including 3 months of COVID-19 lockdown and 1 Month of Ramadan.
- Proposed & Implemented Digital Media, Inbound and Outbound Marketing Strategy.

- Scheduling maximum appointments for the site visit on the daily basis, seeking feedback after the visit and conducting meetings in the head office for generating maximum Sales.
- Maintaining a strong follow-up with the pipeline and occasional field visits to improve conversions.
- Key Account Management and maintaining strong relationship with the members and assisting them in PTs, Classes, Freezing Requests and Guest Passes etc.
- Sharing corporate proposals with top companies in Lahore.
- Reporting to the Country Head on the daily basis regarding active leads, conversions and pipeline.
- Recruiting sales team and conducting different training sessions for skills enhancement.

July 2017 – January 2021

Structure Health & Fitness (Gulberg)

Lahore, Pakistan

Manager Marketing & PR

- Enhanced Average Structure Johar Town Revenue from 1.0 million to 2.0 million per month with the highest achievement of 2.4 million in 2017-18.
- Enhanced Structure Gulberg's Average Revenue from 6.3 million to 7.5 million per month with the highest achievement of 9.0 million in 2019-2020.
- Responsible for overall Sales of the branch by converting Walk-Ins, Social Media Leads and Member Referrals into Gym Members as well as signing up corporate deals.
- Training & Managing Front Desk Staff, Trainers, Marketing and Social Media Team.
- Maintaining healthy relationship with the members, addressing any possible issues and extracting Referrals.
- Launching new packages, promotions and updating marketing material in the branch such as motivational signs, flyers, brochures, standees and posters etc.
- Planning outdoor corporate visits once a week for new business avenues and brand affiliations.
- Managing Google Locations, Website and defining SEO strategies.
- Keeping an eye on the Social Media Campaigns, brand awareness and conducting regular competitive analysis.
- Reporting to the General Manager and CEO on daily basis, maintaining leads and keeping up a strong follow-up for maximum conversions.
- Conducting market survey and introduction of new services e.g., group classes, small group Personal Trainings etc.
- Occasionally participating in exhibitions, seminars and mall activities to represent Structure at brand level and create brand awareness.

July 2010 – May 2017

Business Technologies (Pvt) Ltd. (A Project of Pharmagen Ltd.)

Lahore, Pakistan

Business Development Manager

- Established Elance, Guru, and Upwork Department and generated average revenue of **10,000 USD** per month from Online Bidding Platforms.
- Supervised the Sales & Marketing team as well as the project management team and created a bridge between both the departments.
- Project Management (Milestones Creation, Assigning Tasks to the Team, Delivery to the Client and receiving Feedback).
- Liaised with international clients on daily basis via Email, Video Call or Phone Calls as well as direct interaction occasionally.
- Managed Key Accounts Personally.
- Worked on leads in the local marketing from the PR and Inbound Leads.
- Email Marketing, Broadcast Messages, and introduction of new products & services to the existing customer base and maintaining healthy relations.
- Managed the production of marketing materials, including company portfolio, profile, flyers, etc.
- Attended events such as conferences, seminars, receptions, and exhibitions
- Weekly and Monthly status meetings with the project management team.
- Focused on Client Retention by continuously improving Customer Experience and maintaining Quality of Service.
- Team conflict mitigation and improving internal communication.

Feb 2009 – July 2010

City Soft Solutions

Lahore, Pakistan

Business Development Manager

- Started career as Senior Sales Executive and defined Sales & Marketing Strategy in collaboration with Regional Sales Manager.
- Promoted to Business Development Manager after 6 months of Satisfactory performance in the local market.
- Established online platforms like Elance, Guru and Freelancer and generated **8000 USD** average revenue per month.
- Communication with the international clients on daily basis via Email, Video Call or Phone Calls.
- Regular field visits for exploring new business avenues and PR building.
- Team management such as assigning targets, leading from the front and helping out in any critical situation.
- Project Management (Milestones Creation, Assigning Tasks to the Team, Delivery to the Client and receiving Feedback).
- Internal team meetings, training & development.

- Maintaining the client databases.
- Support marketing activities, including company profile, portfolio update and print material.
- Enhancing technical knowledge related to Branding, Website Design & Development, Desktop and Online Software Development.

Nov 2008 - Jan 2009

MCB Bank Limited Lahore, Pakistan

Internee

Learning Outcomes

- Introduction to the banking system, consumer banking procedures and hands on online banking software
- Floor Management

Education

2008

Masters of Business Administration, CGPA: 3.31 Marketing & Management
Hajvery University Lahore

2006

Bachelors of Commerce
Islamia University Bahawalpur

Certificates & Trainings

2021

AAFA®, NASM™, IDEA® Short Courses
UFC Gym University

2012

Marketing Conference by Terra Biz
Pearl Continental Hotel, Lahore

2010

Diploma in Project Management
Pakistan Institute of Management

Technology Skills

- Microsoft Windows 11, Microsoft Office, Outlook etc.
- Web Browsing & Research
- Social Media Marketing & Competitive Analysis
- SMS & Email Marketing
- SEO Consultancy and Keyword Research
- Website Design & Development Consultancy
- Google My Business Management
- Productivity Apps
 - Google Keep
 - Google Calendar
 - Samepage
- CRM Systems
 - Zoho
 - Sales Force
- Project Management Tools

Languages

English Urdu
Punjabi

Personal Information

Father's Name:	Muhammad Zia
CNIC #	31203-8910882-1
Date of Birth:	October 21, 1986
Marital Status:	Married