

AHSAN HAMEED

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Nationality: Pakistani



PROFILE SNAPSHOT

- Dynamic Marketing Specialist with 11+ years of experience, specializing in digital marketing, market research, and sales strategy development to drive business growth and enhance brand visibility
- Expertise in customer relationship management, proficient in handling complex customer inquiries and complaints, ensuring high customer satisfaction and loyalty
- Proficient in multi-channel campaign execution, including Facebook Ads and influencer marketing, and crafting data-driven promotions to target diverse consumer segments
- Skilled communicator and multilingual professional fluent in Arabic and Urdu, and capable of engaging effectively with stakeholders and clients across global markets
- Possess strong analytical skills and a proven ability to synthesize consumer data into actionable insights for strategic decision-making & optimized marketing efforts

PROFESSIONAL EXPERIENCE

Bank Al Jazeera, Saudi Arabia
Marketing Specialist

Jan 2017 - Ongoing

- Spearheading sales promotions and significantly boosting revenue through targeted marketing campaigns
- Strategically managing stakeholder expectations with regular performance reports and sales forecasts
- Providing expert advice to clients on product mixes and distribution channels to maximize market success
- Analyzing consumer behavior patterns and preferences to inform marketing strategies and improve engagement
- Developing comprehensive public relations strategies, enhancing advertising reach and brand awareness
- Creating marketing campaigns by integrating market insights, consumer behavior analysis, and principles of advertising psychology

Khushali Microfinance Bank Ltd, Pakistan
Customer Service Representative

Mar 2013 - Dec 2016

- Efficiently handled customer inquiries and improved response times by promptly answering telephone calls
- Utilized deep product knowledge and service expertise to address and resolve a wide range of customer questions
- Resolved customer complaints with effective solutions, ensuring customer satisfaction and loyalty
- Excelled in managing high volumes of customer queries simultaneously through adept multitasking
- Provided exceptional customer service from initial contact to departure, fostering repeat business and customer loyalty
- Maintained accurate and compliant documentation using software, ensuring reliable and accessible company records

SKILLS

- Digital Marketing
- Market Research
- Sales Strategy Development
- Influencer Marketing
- Consumer Behavior Analysis
- Campaign Management
- Stakeholder Engagement
- Performance Reporting
- Public Relations Strategies
- Advertising Psychology
- Facebook Ads Expertise
- Multitasking
- Customer Service Excellence
- Problem Resolution
- Compliance Documentation
- Product Knowledge
- Data Analysis
- Sales Forecasting
- Team Collaboration
- Organizational Skills
- Multilingual Communication
- Relationship Building
- Promotions Planning
- Digital Community Engagement
- Strategic Advising

EDUCATION

Bachelor of Business Administration,
Islamia University Bahawalpur,
Pakistan, 2011