

USAMA ILYAS

Address – Near Burjuman Metro Station Dubai

Khawajau424@gmail.com

Phone: +971-56 1872679

Visa Status: Visit Visa

D.O.B: 03-11-1997



Nationality: Pakistan

Professional Summary

Passionate and inspiring professional with technical insights into marketing management, business development, advertisement campaigns management, key accounts management, brand-building, market & competitive analysis, and promoting company's products KPIs. Able to effectively plan & direct sales & marketing activities

Self-driven and competent individual capable of enhancing brand performance by devising dynamic marketing strategies. Efficient and productive team member with abilities to lead and motivate team members and achieve set targets; holds knowledge of product positioning & launch, category management, and retail marketing with profound understanding of consumer behavior. Proficient at utilizing latest techniques and trends to harness growth

Committed professional efficient at networking, building, & fostering business relations and market-data analysis; adept at engaging with clients. Has demonstrated excellent skills to design & execute assigned tasks timely

CORE STRENGTHS & ENABLING

- Marketing Management
- Market & Competitors' Research
- Strategic Planning & Analysis
- Business Development
- Customer Service & Support
- Business Relations Management
- Advertisement & Sales
- Problem-Solving Skills
- Organizational & Time-Management Skills
- Interpersonal & Analytical Skills
- Communication & Presentation Skills
- Team-Building & Leadership Skills

PROFESSIONAL

IIL (Bisconni) Afzal&co

Work as a DSR : Jul 2022 – Sep 2023

Emirates Islamic Bank Dubai

Worked as Sales Executive : November 2021 to June 2022

Legend Institute of Management & Science

Worked as *"Lecturer of Management Science"*, July 2019 – October 2021.

Responsibilities/Accomplishments:

- Deliver Lectures of daily basis
- Provide advice on study skills and help students with learning problems
- Set and mark assignments and set examination questions as well as assessing the work and progress of students by reference to define criteria and provide constructive feedback to students
- Preparing for lectures, research, interviewing course applicants, invigilating examinations, attending staff meetings, check the work of students, encouraging personal development, and clearing doubts of students.

National Bank of Pakistan, Multan

Worked as *"Internee"*, July 2018 – September 2018

Responsibilities/Accomplishments:

- Opening current or saving accounts
- Authorizing and evaluating overdrafts and loans
- Handling other transactions such as riding cashier checks or money orders
- Explaining Banking services and products to clients based on their needs
- Rendered assistance in marketing and promotional activities e.g. social media, direct mail, and web; created promotional presentations, helped in distribution of marketing materials, and managed and updated company database

Additional Experience:

- Worked as *"Tutor"*, at Academies, Pakistan (2018 – 2020)
- Worked as *"Freelancer"*, Pakistan (2017 – 2020)

PROFESSIONAL PROJECTS

High-Quality Ceiling Lights/Feasibility Reports

Eco-Friendly Bags/ Feasibility Reports

Business Research Method | Entrepreneurship | Operations Management | Brand Management

PROFESSIONAL EDUCATION

National College of Business Administration & Economics (NCBA&E)

MBA – Marketing (2019 – 2021)

BBA (Hons) Marketing (2015 – 2019)

PROFESSIONAL TRAININGS &

- Certificate of Participation in Film Documentary (2019) University of Education Multan Campus.