

Covering Letter

To,

Human Resource Manager

Subject: Job application

Dear Sir / Madam,

I have the marketing experience of **10+ years in Dubai (U.A.E)** with valid **UAE driving license**. I have **MBA-Marketing** qualification and have the experience in **Marketing Strategies and Budgets, Managing Database, Report writing, Proposals & Finalization, Client Coordination, Account Managing, Events and Exhibition management, Corporate Video and CD Presentations, Tele & Out Door Sales, Marketing Coordination, Customer Service and Client Relationship. Capability in achieving set marketing targets successfully, to plan and achieve annual targets, to accomplish all the weekly and monthly targets**, so it would be my pleasure to be the part of your team.

I might be a fresh for your industry but I have the ability to make a quick command on all the procedures of given job Responsibilities. If you will allow me as participant I will be a good member of your team in the future.

I possess the skills like

- Marketing Strategies and Budgets
- Social media Strategies
- Press Conference, Events and Exhibition management
- Corporate Video, TV Commercial and CD Presentations
- ATL (Corporate Movies, CD Presentation, TVC, Radio Ads, SEO, Online Banners)
- BTL (Exhibition Stands, Stall in Mall, Out Door Sales)
- Proposals & Finalization
- Client Coordination
- Account Managing
- Excellent written and oral communication skills
- Flexible and able to prioritize competing issues
- Analytical Skills
- Cooperation, Relation building, Social Networking

So it would be my pleasure to join your team.

Yours Truly,

Sarfraz Iqbal
00971501450390

Sarfraz Iqbal

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E-mail: [Sarfranz iqbal48@yahoo.com](mailto:Sarfraz_iqbal48@yahoo.com)
Date of Birth: February, 11th 1982
Nationality: Pakistani
Marital Status: Married
Passeport No: AE1338312
Visa Status: Employment Visa of UAE
Driving License: UAE Driving License
Languages: English, Urdu, Arabic
Reason for Leaving: Career Growth
Availability: 1-2 weeks



Profile

MBA (Marketing) qualified from Pakistan & 5 years UAE experience in Marketing. My Expertise is in **Exhibitions & Events, Corporate Movies, Managing Database Report writing, Direct Marketing, Proposals & Finalization, Client Coordination and Account Managing.**

Job Responsibilities

I am Building sales Strategies, Marketing Coordination, Market Research, Exploring new business opportunities, Customer Service and Client Relationship. Capability in achieving set marketing targets successfully

Objective

To obtain a challenging position with a market leader that utilizes my experience in product management, sales management, account management and project management

Education

- 1) MBA-Marketing Dec. 2005 CGPA 3.38/4
- 2) BSc. Maths & Statistics Dec. 2003 Score 75%

Experience

S.N.	Designation	Duration
1.	Account Manager Reactive Networks FZ LLC www.reactivellc.com	May 2013 – Till now (6Yr)
	Marketing Executive Smart ArtWork Design, DUBAI UAE. www.sad.ae	Dec. 2010-Apr 2013 (2Yr)
3.	Marketing Executive Zaptech Solutions, DUBAI U.A.E. www.zaptechs.com	Apr 2007-Dec. 2010 (3Yr)

Account Manager – Reactive Networks

Products & Services: Exhibition Stands

- Good knowledge of contractors and venues (used) in order to evaluate the services and facilities that are available within the industry
- To manage and develop best practices throughout the Operations Team in the provision of support
- Experience of managing large scale of exhibition in the UAE
- Excellent written and oral communication skills
- Experienced in dealing with International Health and Safety standards
- Able to manage suppliers to maximize their service levels and still maintain good working relations
- Understanding of on-line exhibitor manual software
- Strong planner – able to manage complex tasks over a defined period
- Client Coordination
- Account Managing
- Flexible and able to prioritize competing issues

- Analytical Skills
- Cooperation, Relation building, Social Networking
- Knowledge of freight forwarding regulations
- Experience in man management and team development
- Proposals & Finalization

Marketing Executive in Smart ArtWork Design

Products & Services: Advertising, Exhibition, Website, Social and corporate media, Corporate Movies, Multimedia Presentation, marketing tools, Direct and loyalty marketing

- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters.
- Organizing Video shoots & photo shoots, CD presentation and DVDs.
- Organizing and attending events, exhibitions, seminars and receptions.
- Contributing to and developing, marketing plans and strategies and budgets
- Evaluating marketing campaigns and monitoring competitor activity.
- To handle the Online and offline marketing tools, Social media Strategies, Website, SES & SEO, Events and Exhibition, CD Presentations, ATL & BTL.
- Working with our graphic designers, sales and production team to execute the marketing plans like email and SMS campaigns and to make sure execution within budget and time.
- Making Loyalty programs and direct marketing plans.
- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Working with my team & colleagues to devise an advertising campaign that meets the client's brief and budget and formulation of marketing strategies.
- Identify new business opportunities, Presentation, proposal and finalizing with the clients.
- Supporting the marketing manager and other colleagues.

Marketing Executive in Zaptech Solutions

Products & Services: Media & Advertising, Websites, Business Presentations, Corporate Video, Documentary, Hardware & Software, Applications, Networking

- Developing annual marketing plan in conjunction with sales department.
- ATL & BTL advertising.
- Writing and proofreading copy and report writing.
- Liaising with designers and printers.
- Maintaining and updating customer databases
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations.
- Plan and co-ordinate, liaising with designers and printers, and deliver marketing and promotional material to deadlines.
- Conduct market surveys and handle prospective clients in respective territory.
- Handle key customer accounts and liaise with high potential net worth clientele.
- Manage client relationship, enhance and develop long term business.
- Keep constant watch on competitor and market information on similar products
- Proposals & Finalization, Client Coordination, Account Managing
- Achieve set marketing targets consistently as set by the management.

Computer Proficiency

Having good command in

- MS-Word
- MS-Excel
- MS-Power Point
- Paint

Deceleration

I hereby declare that all information in this application form is true and correct. I undertake to furnish all relevant certificates and testimonials in case I am offered employment in your organization.