

# Awais Iqbal

Al-Khuwair, Muscat

Oman

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## SUMMARY

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A result driven sales account executive having nine years of experience in sales with excellent communication skills. Multi-skilled with ability to plan, manage and maintain existing while developing new clientele through ethical account management and relationship management. Possess good team spirit, deadline orientation and ability to succeed in a demanding environment.

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## PROFESSIONAL EXPERINCE

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### Relationship Manager

2016 – Present

*Exceed Gulf, Oman*

- Establish, develop and maintain effective working relationships with customers and colleagues to ensure an integrated contribution towards aims and objectives.
- Development & delivery of the market strategy and positioning portfolio to ensure a value proposition for customers.
- Point of contact for market researchers, customer engagement manager, business development teams and marketing for market development strategy.
- Generate business, increase market share, develop outstanding rapport with the customers, build detailed target market profile, position the company expertise & provide the Company with Intel about latest trends in market.
- Focused selling of Exceed IPs on SaaS Model.

### Sales Account Manager

2014 – 2016

*Kalsoft L.L.C, Oman*

- Understanding customer needs and delivering effective IT solutions to meet customer needs.
- Developing and managing relationships with clients, agencies and other partners.
- Understanding current sales and marketing trends and the needs of our clients.
- Become a KalSoft product expert and conduct demonstrations to interested prospects via meetings.
- Knowledge management of Microsoft on-premises, hybrid, cloud software and services.
- Developing new business for KalSoft via various lead generation channels and techniques.

### Sales Account Executive

2013 – 2014

*Telel Al-Magd International L.L.C, Oman*

- Expanding visibility of the brand owned and working towards its positioning.
- Designing & developing sales strategies to implement and maximize market share.
- Reaching out to clients and promoting product or brand for business expansion.
- Conducting sales events, promotions & advertising for better portfolio exposure.
- Administering various contract terms with clients and closing deals which can bring about profit to the company or to certain brand.

**Assistant Sales & Marketing Manager****2012 – 2013***Ambidexter Media Inventions, Pakistan*

- Co-ordinate with Sales & Marketing Manager to plan, develop, propose and evaluate annual sales and marketing plans.
- Provide clear direction and guidance to marketing teams to motivate, train and develop marketing personnel while oversees the day-to-day operations of the Marketing Department.
- Identify and develop new markets and market opportunities while reviewing, proposing and recommending suitable and effective pricing structure.
- Prepares mailers and brochures by coordination, arranging, printing and maintains marketing library by checking and replenishing inventory.

**Marketing Executive****2010 – 2012***S.S Marketing Pvt. Ltd., Pakistan*

- Planning and implementing effective marketing communication campaigns.
- Writing all marketing collateral for brochures, letters, emails and websites.
- Understanding the product and customer profile and monitoring ongoing campaign spend against the budget, keeping records and highlighting variances.
- Summarizing total spends at the end of a marketing campaign.
- Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.

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**ACADEMIC QUALIFICATION**

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**Master of Sciences in Business Administration****2013 - 2015***Virtual University of Pakistan, Pakistan*

- Marketing- CGPA 3.64/4.00

**Bachelor of Business Administration****2009 - 2013***International Islamic University Islamabad, Pakistan*

- Marketing- CGPA 3.58/4.00

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**SKILLS**

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- Fluent in Arabic & English
  - Microsoft Office & CRM
  - HubSpot
  - Microsoft Sales Rep
  - Nutanix Sales Rep
  - Nintex Sales Rep
  - Salesforce
  - Relationship Management
  - TrendMicro Sales Rep
  - Qlik sense Sales Rep
  - Splunk Sales Rep
  - Alteryx Sales Rep
  - Veeam Sales Rep
  - Chrono-scan Sales Rep
  - Account Management
  - Nintex Sales Rep
  - AWS Sales Rep
  - Flexperto Sales Rep
  - Dorsum Sales Rep
  - W.UP Sales Rep
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