



MUHAMMAD IHTESHAM ZAFAR

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PROFILE SUMMARY

To support development process through identifying opportunities, cultivate relationship, negotiate deals and drive growth through strategic partnerships, innovation, and market expansion for sustainable success.

EDUCATION

Bahauddin Zakariya University, Multan

Master In Business Administration Major Marketing

DEC 2018 - JAN 2021

University Of Lahore, Lahore

Bachelor of Science in Electrical Engineering

SEP 2012 - FEB 2018

Garrison Cadet college, Kohat

FSc Major Pre- Engineering

JUNE 2010 - MARCH 2012

Garrison Cadet college, Kohat

Matric Major Science

JAN 2008 - MAY 2010

WORK EXPERIENCE

AgriNova Enterprises | Marketing Executive

FEB 2021 - MARCH 2024

Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.

Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.

Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.

JULY 2024 - PRESENT

Pinch | Business Development Executive

Contacting and identifying potential leads within the target market.

Creating and maintaining a comprehensive database of leads for sales

Achieving sales targets and converting leads into clients.

Building and maintaining customer relationships to foster long-term partnerships.

Providing feedback to the management team for strategy refinement and improvement.

Collaborating with cross-functional teams to ensure customer satisfaction and retention.

PROFESSIONAL SKILL

MS Office

Management

Canva Pro

Direct Marketing

LANGUAGES

English (Fluent)

Urdu (Fluent)