

Usama Farooq Qureshi

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Location: Dubai, UAE

Overview

As an MBA graduate with over a year of professional experience in a multinational organization, I possess a robust skill set spanning Accounting, Marketing, Logistics, Administration, Human Resource, and Events Management. My proficiency in Google Analytics enables data-driven decision-making, and I am a certified Digital Marketer by Google. In addition to my corporate background, I bring valuable freelance expertise in WordPress, graphic design, and video editing, complementing my comprehensive marketing services. I am dedicated to upholding core values of integrity, discipline, and consistency in all business endeavors.

Past Experience

Relationship Officer – Bank Alfalah

Aug 2022 – Oct 2023

- Led a 10-member team, surpassing sales targets by 40% and successfully acquiring new clients.
- Established and maintained relationships with high-profile clients such as Marriott Hotel, PC Hotel, Serena Hotel, McDonald's, and others.
- Managed the north region, collaborating with field officers across different cities, contributing to the organization's recognition as the top player in Acquiring in Pakistan.
- Oversaw data collection from field officers and organize it into digital formats on Excel, streamlining both soft and hard copy management processes.

Event Manager – Iqra University

Nov 2022 – Feb 2023

- Orchestrated multiple campus events, including the Entrepreneurship Gala 2022, Auto Show IUIIC 2023, concerts, and fashion displays.
- Led a 30+ member team for the seamless execution of these events, ensuring successful and well-coordinated outcomes.
- Recognized with a certificate of appreciation for punctuality, hard work, strong work ethics, and adept handling of challenging situations with a positive attitude.
- Received commendation from the manager and director of the ELD department at IUIIC for exceptional interpersonal, communication, and leadership skills demonstrated in a friendly team environment.

Skills & Tools

Sales, Communication, Social Media Marketing, Leadership, Management, Google Sheets, Google Ads, Microsoft Office, Hubspot, Quickbooks, Tally software, Adobe Photoshop, Final Cut Pro, Canva, WordPress.

Professional Certificates

The Fundamentals of Digital Marketing
Google Ads Essential Training

Google
LinkedIn

Education

Master of Business Administration in Marketing.
Bachelor of Business Administration in Project Management

IQRA University Islamabad, 2023
IQRA University Islamabad, 2021