Mohammad Mohsin Hassan

**Sales and Marketing Professional**

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DOB: 30 Jan, 1985

Location: Islamabad

**Objective:**

Results-driven and customer-focused professional with a proven track record in sales and customer service. Seeking a challenging position that allows me to leverage my skills and experience to drive revenue growth, enhance customer satisfaction, and contribute to the overall success of the organization***.***

**About Me:**

Years of in-depth involvement in all levels of marketing and having sound knowledge of sales strategies. Motivated and adaptable sales and customer service specialist with years of experience in delivering exceptional service and driving sales growth. Possesses excellent interpersonal and organizational skills with a commitment to delivering top-notch service.

**Work Experience**

**Energy Kinetics LLC**

**Social Media Manager**

Dec, 2023-Present

* Plan and schedule social media posts across platforms to ensure consistent and timely posting.
* Monitor social media channels, respond to comments, messages, and engage with the audience to build and nurture relationships.
* Track key social media metrics, analyze performance data, and prepare reports to identify trends, optimize content strategy, and measure the effectiveness of campaigns.
* Stay up-to-date with the Facebook marketplace, latest social media trends, tools, and best practices, and provide recommendations for incorporating them into our strategy.
* Assist in the planning, execution, and evaluation of social media campaigns, contests, and promotions.
* Create and schedule high-quality and engaging content that aligns with the company’s brand.

**Khyber Petroleum Pvt Ltd**

**Sr. Territory Manager**

Sep, 2023-Present

**Responsibilities:**

* Responsible for network planning & development to add profitable retail stations in my assigned region.
* Responsible to anticipate market trends and prepare zone studies.
* Responsible for complete project execution including potential location identification, negotiations on investment model, lease terms negotiation & execution, design, financial analysis, approvals, construction and commissioning.

**Vital Petroleum Pvt. Ltd**

**Area Manager**

Dec, 2020 to Sep, 2023

**Responsibilities**

* Development of Retail network through new Dealer induction
* Following up new business opportunities and setting up meetings
* Develop a growth strategy focused on financial gain
* Collaborates with engineering department to manage construction and legal process of sites.

**Flow Petroleum Pvt. Ltd**

**Territory Manager (Retail Development)**

Feb, 2019 to Dec, 2020

**Responsibilities**

* Development of Retail network through new Dealer induction
* Discover sales opportunities through consumer research
* Maintaining customer relationships
* Setting and meeting sales targets to increase revenue

**Zoom Petroleum Pvt. ltd**

**Territory Manager**

Feb, 2016 to Feb, 2019

**Responsibilities**

* Day to day station issue and follow up.
* Fulfillment of planned tours and assessment of sites
* Develop and review business plans with the franchisee to maximize growth opportunities and achieve sales objectives.
* Recruitment of new dealer as per standards defined to improve coverage and productivity in the areas.
* Handling of all station’s requirements based on my authority scope
* Implementing company policy and procedure
* Visit stations and prepare visit report
* Maintain supply chain of all stations.

**Mobilink / JAZZ**

**Sales Distribution Supervisor**

Aug, 2012 to Jan, 2016

Responsibilities:

* New outlets development, re-activation of outlets, productivity, PJPs, route, stock cover at Franchise and SKU availability
* Managing business and achieving assigned sales target in the given territory
* Performing and monitoring promotional activities to increase sale.
* Looking franchise activities and the assigned area.
* To develop healthy environment and strong relationship with the whole channel involved.
* Direct interaction with sales team (Distribution Officers) to achieve their monthly targets
* Motivate the franchisee/distributors and retailers to achieve their monthly targets with up to 100% of all KPIs to get maximum benefits
* Retail footprint expansion to increase availability of products and services

**Nestle**

**Field Sales Manager**

June 2011 to July 2012

Responsibilities:

 • Coaching and counseling of distributor salesmen and maintain high motivation among them

 • Training sales team on sales techniques, administration and product.

 • Conduct product training and product demonstrations for customers

 • Product complaint handling and ensure timely preparation & verification of claims

 • Responding to customer inquiries

 • Communicate regularly with customers to inform about new products, special promotions etc.

**Key Achievements**:

* While in Nestle, I Helped to increase sales by 35% for the 2011-2012 year, compared to previous year
* Achieved target of specific monthly sale campaign while in Jazz and rewarded by incentive.
* As a team, consistently hit and surpass monthly sales targets
* After joined Vital Pvt ltd, I was assigned three months target which I had achieved within first month.

**Area of Expertise:**

* New Business development
* Channel Management and Distribution
* Retail Development
* Maintaining/ upgrading existing clients
* Client management Relationship
* Customer Services
* Social Media Marketing
* Canva (Designing)

**Education**

**Bahria University Islamabad**

MBA (Marketing)

2008-2010

**Certifications/Training and Sessions Attended**

* Managing Supervising Franchise Retail Distribution Effectiveness
* Personal Transformation through Body Language
* Occupation Safety and Health Administration (**OSHA**)
* Social Media Marketing (SMM)
* A Targeted Ad with Facebook Audience Insights
* E-Commerce Store with Shopify
* Google Ads Search Campaign
* Advertising with Meta