SAP
Certified SAP FICO Consultant
Certified ISO 9001:2008 Internal Auditor

Waleed Mirza

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+92-343-8111869
Karachi-Pakistan

WORK EXPERIENCE

Date (from – to)
Name and Address of Employer
Occupation or position held

Project
Main activities and Responsibilities
Assignment

Business Development - SALES + Digital Marketing

May 2013 – Present

AEKPANI Networks

B2B Technology Business Development Manager + Digital Marketing Manager
Biometrics + Access Control + HR Automation + Anti-Virus Technology + Ecommerce Fashion Portal Marketing

SALES Domain – B2B Technology (Antivirus) + Branding / Activation + Bio-Metrics + Access Control + CCTV Technology Sales

Researching industries –FMCG, Aviation, Oil and Gas maintenance, Insurance, General Trading, Pharmaceutical

+ Sales Research – Client preparation, Client Technology Requirements
+ Sales Funnel (pipeline) Development – Cold-calling, Prospecting, Requirement Gathering, Analysis, Decision Making
+ Sales Client Grading – Cold, Warm, Hot Categorisation
+ Multiple Account Sales Management – Selling 3-4 solutions to one client
+ Upstream Channel Development + Downstream Channel Development (Active 50-70 Accounts)
+ B2B Technology Product Sales – BitDefender Anti-Virus Product Line
+ Pipeline Building – Industry-wide research – 4-5 new prospect addition to list on Weekly basis – for Research and Evaluation
+ Client Identification – industry wise categorisation – Services, Academic, FMCG, Pharmaceuticals, etc.- SMB, Multinational client categorization
+ Client Vs. Competitor's Research
+ Sales Pitch preparation – Introductory (Getting Foot-in-the-Door strategy)
+ Initiate follow up – 5-12 cycles of follow up with updates on trends and cost-benefit analysis
+ Product Research and Development – Proposed solution
+ Product research and knowledge building – to consolidate business offering to client
+ B2B Selling to larger companies for Anti-Virus product lines – BitDefender + ESET-NOD32
+ Increased lead generation for B2B selling – initiated larger and medium sized clients
+ Cross-sell and Up-sell to client
+ Helped company to gain PR with larger clients – BAHRIA, OICCI, Ittehad Chemicals, etc
+ Lead Generation – strategy is to build significant PR within client company to pitch for B2B Technology Sales + Branding / Activation + Bio-Metrics sales – upselling strategy
+ Lead Maturity – currently working with 4-5 large clients to close deals for B2B technology – Antivirus
+ A total of PKR 1.3 to PKR 1.6 million of sales under maturity (approx.)
+ Developed and gained 80-120 leads (unconverted + converting) leads in 2-4 months– 10% to 12% under conversion mode (approx.)
+ Mode of Sales – Research based Cold-Calling + Referential mode
+ Information gathering process – hardware / network / infrastructure information building + stakeholder information
+ Proposal building and quotation building for client's requirements
+ Client information and sales insight sharing –
  o sharing presentation,
  o product detailing,
  o product profile and comparisons
  o Competitive pricing based negotiations
+ Daily reporting on the sales outbound operations – daily target of 2-3 new clients to be reached was personal target
+ CERTIFIED as BITDEFENDER Channel Sales Consultant.

BRANDING

+ Preparation of sales-savvy proposal to be launched on
  o Guru.com
  o oDesk.com
  o Fiverr.com
  o eLance.com
+ Presentation and portfolio sharing with client
+ Concept design sharing with designers for branding
+ Logo concept design sharing with designers

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Digital Marketing Domain
B2C Ecommerce portal Marketing & Maintenance

+ Fashion Ecommerce Portal Development and upgrade
+ **E-Marketing** - Product e-Marketing Strategy building
    o Target Market Identification & categorization – for communication strategy build-up
    o Balanced Storyboarding around product line-up
    o Social marketing – highlighting of Product portfolio
    o Product combination building
    o Marketing publication – blogging, Article submission
    o User / Target Market engagement – social savvy marketing message creation
    o Mentoring Graphical UI / UX marketing program for web portfolio including website + social
    o Enabling social selling based marketing
+ **Product Enablement** – upload and profile maintenance
    o Product optimization – Meta-Tagging, Storyboarding, Marketable content production
+ **SEO** - Search Engine Engineering – Optimisation + Keyword Research with Google AdWords
    o Product Categorisation with important 'selling' keyword placement with strong marketing influence building
    o SEO optimization for products and categories – Meta Tag definition based on popular AdWord based searches
    o Defined target market for 22 countries in OFF season
    o ACHIEVED – 33% to 41% organic traffic improvement + influenced sales
+ **SMO** - Social Media Selling Engagement Building
    o Product blending
    o Target market categorization
        ▪ People and classes – from Fashion to Automobiles, Customers to Entertainment, Bloggers to Gadget and Game Lovers
    o Research and share – relevant information + entertaining pieces of information (graphics, infographics, product images, events)
    o Expand fan base – using engagement –
        ▪ Increased G+ fan base to 100+ people in under 1 month of use
        ▪ Increased Twitter fan-base to 100+ under 1 month of use
+ **TOOLS** used
    o Google Adwords
    o Google Webmaster Tools
    o Google Analytics
    o SEMRush for competitive Analysis
    o Quick Sprout for Web Data analysis

TECHNICAL CONTENT Domain
+ Press Release + Article + Ad Content planning – Buzz Word research, Search Term compilation for PPC Ads
+ Keyword Research & META Tagging – Description Tagging + SEO scripting for each diverse products
+ Marketing content Creation –related to Fashion – Registered Traffic of 4000-6000 per month
+ Website Content Management – Keyword based storyboarding + creation

ACHIEVEMENTS
+ Scored 1st page Google rankings for multiple keywords (short, long) in 2 months.
+ Planned and launched a better version of UK Leather Factory website – enabling 50% reduction in bounce-rates in 4 days.

CLIENTS
UK Leather Factory – leather fashion apparel portal – ranked #3 and #8 to #9.2 for multiple keywords
REVEL Leather – leather fashion – ranked #11 and #5

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WORK EXPERIENCE	

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Name and Address of Employer
Occupation or position held

Project

Type of Business / Sector
Main activities and Responsibilities
Assignment

SALES / Digital Marketing Domain

SEP' 2012 – AUG' 2013

Arthur Lawrence Management Consulting – US

Senior Digital Marketing Executive

Stafford Housing, SAPZilla.com, Arthur Lawrence Interactive, myPeopleSoft.com, OracleConnections.com, AHCOR Energy

Social Media Marketing / Social Media Optimisation / Sales and Marketing Strategy Building

Web Marketing + Sales Research & Lead Generation

Sales Proposal Building - Researching industry trends + Identifying market improvement / advancement trend

SALES Domain

+ *Researching industries –FMCG, Aviation, Oil and Gas maintenance, Insurance, General Trading*
+ Pipeline Building – Industry-wide research – 4-5 new prospect addition to list on Weekly basis – for Research and Evaluation
+ Compilation of improvement ideas
+ Client Identification – Areas of improvement identification + Business Case building + GAP identification
+ Client Stakeholder / Decision Maker Identification + Business Case Modelling (Proposed Solution Vs. As Is Comparison → Cost-Benefits Analysis and Opportunity Cost Analysis Proposal Preparation
+ Client Vs. Market Vs. Competitor's Research
+ Sales Pitch preparation – Introductory (Getting Foot-in-the-Door strategy)
+ Initiate follow up – 5-12 cycles of follow up with updates on trends and cost-benefit analysis
+ Product Research and Development – Proposed solution

Web MARKETING Domain

+ Managed 3-4 projects – myPeopleSoft.com, SAPZilla.com, OracleConnections.com
+ Social Media – Twitter, FB, LinkedIn – Audience Building → Script preparation to invite audience
+ Increase Shares – Strategized nature of Content / Material sharing
+ Interactive User Contribution to invite more LIKES
+ Directory Submission, Forum Submissions, Press Release Submission, Blog Submissions
+ 300+ Directory Listings
+ Marketing Material Preparation
+ Client Campaign Management – Generated 12.4% new leads for Stafford Housing in 2 days, Created event hype 10 times more effectively
+ Marketing Tagline Creation – Flyers, Websites, Brochures

TECHNICAL CONTENT Domain

+ Press Release + Article + Ad Content planning – Buzz Word research, Search Term compilation for PPC Ads
+ META Tagging – Description Tagging + SEO scripting (Link Juice Passing, Canonical, Link-NoLink Scripting)
+ BLOG Creation – ERP, Marketing, IT, BPO, Real Estate – Registered Traffic of 4000-6000 per month
+ Website Content Management – Keyword laden content creation

SALES DOMAIN – Web Marketing, Web Development, Portal Development (E-Commerce, iOS Development)

Clientele

SEO Sales + Development

www.Dubaitourism.biz – SEO + Content Tagging

www.xpertsharepoint.com – Content Publications

www.whitearticle.com – Content Publications

Sweaeya Beauty Parlour – SMO and Promotions

Corporate Sales

Umbrella Transport – Web Portal Development

Mrwan Transport – Web Portal Development

Al Falah Engineering Works – Web Development

Optimum UAE - Ceramics Company - HR Roster Automation

Al-Amiri Flight – HR Roster Automation

Bridge PR – Web Marketing + Development

Under Development (Matured Sales Pipeline)

10Grams.com – Business Improvement for Social E-Commerce Portal – *Proposal ready*

Wasif Majeed and Co - WMCO.com – Law Associates – Social Media Optimisation / SEO ranking for Pakistan – *Project Started*

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Under Review - II (Business Test Case Building / Modelling)
bin Dasmal Group – Automation and Cloud ERP Proposal – Cost / Benefit Analysis
Warid Telecom – Business Structure Remodelling for Business / Market Rebound
Multiple Portal / Apps Proposals – at Idea stage, to be formalised

Under Review - I (New Leads / New Pipeline)
SHIELDS Corporation and PharmEVO – Web Marketing + Portal Development
iOS App Idea – Under Review – DOMAIN – Interactive Audience App for Current Affairs

WORK EXPERIENCE

Date (from – to)
Name and Address of Employer
Occupation or position held

Marketing Trading Partner

Main activities and Responsibilities
Assignment

SALES / Business Development Domain
Feb' 2012 – Sep'2012
Quantum Leap Computers + Urban SEO Services
Corporate Sales Strategist + SEO Content Expert + Business Development
Urban SEO Services
Dubai tourism is a Dubai based web development company – specialising in SEO based Web development and internet study
Main responsibilities

- Liaison with clients for Social Media campaigns for Brand Awareness and Promotion +
- Client contact Data Management – Target Audience Data Collection
- Business Case preparation for Client Business Model – Product / Brand Promotion
- Social Media Conference Coverage – Client-oriented campaigning on Forums, Groups, Pages
- Landing page Design strategy making – Interactive Media / Subscriptions / Daily Updates to members
- Marketing Content generation + creative production of web content for various websites.
- **SEO / SMO strategy** – Interactive info sharing with public – including Polls, Contribution with Auto Apps for Nomination for best contributing member
  - o Script + Social Media Campaign preparation to invite audience to landing page
  - o Idea Generation for Businesses to reach the ideal audiences

- **Social media presence - Social Media Optimisation –** Keyword Ranking + Social Media business page building
  - o Keyword optimisation – set of 5 keyword off-page and on-page optimisation
  - o Website content re-generation and modification as per the keyword density
  - o Page Rank monitoring – grading the placement of client on the web
  - o Web 2.0 App building – Blog content creation and submission (100+ directory submission)
  - o Link Directory submission – 100+ listed directory submission for trackback techniques
  - o Update building and monitoring
- **Marketing Data / Strategy** – e-Promotion of the client's product + online campaigning for traffic generation (organic traffic building for Social Media campaigning + generating 1000+ likes for a business)
- **Public Relation Development**
  - o Industry wise categorisation – Commercial, Social, Industrial Contacts
  - o Communication Channel maintenance – Service provision to various clients – introduction and intermediary roles between clients on various dimensions and forums + projects.

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WORK EXPERIENCE	**SAP DOMAIN**
Date (from – to)	*Mar' 2011 – Dec' 2011*
Name and Address of Employer	*InnTree Technologies (Dubai)*
Occupation or position held	*SAP EC-BCS (Consolidation) Consultant*
Project	**ACC (Al Arrab Contracting Co.)-Riyadh, KSA**
Type of Business / Sector	**Construction and Contracting**

SAP DOMAIN

Date (from – to)	*Jan'10 – Mar'10*
Name and Address of Employer	*SFJ Consulting (Freelance Mode)*
Occupation or position held	*Lead Costing + Business Analyst / Consultant*
Project	**SPINNEYS (FMCG) – Abu Dhabi**

SAP DOMAIN

Date (from – to)	*Jan'09 – Jun'09*
Name and Address of Employer	*HP Atos Origin*
Occupation or position held	*SAP Financial + Budgeting / Business Analyst Consultant cum Trainer*
Project	**Saudi Airlines**
Type of Business / Sector	**Aviation**

SAP DOMAIN

Date (from – to)	*Jan'08 –Jun'09*
Name and Address of Employer	*HP Atos Origin*
Occupation or position held	*SAP FICO Consultant / Trainer / Documentation*
Project	**Al (Humaizi) Kout Food Group – Kuwait**
Type of Business / Sector	**Catering / Retail**

SAP DOMAIN

Date (from – to)	*Sept '2006 –May '2008*
Name and Address of Employer	*Certified IT Consultant, Abu Dhabi, U.A.E*
Occupation or position held	*SAP FICO Consultant (Financials and Controlling Consultant)*
Project	**BONYAN International Investment Group**

SAP DOMAIN

Date (from – to)	*Sept.2006 – Dec.2007*
Name and Address of Employer	*Certified IT Consultant, Abu Dhabi, U.A.E*
Occupation or position held	*SAP FICO Consultant*
Project	**NGSCO (National Gas Shipping Company)(End to End Implementation)**

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NON-SAP DOMAIN

Jan.2003 – March.2005
Al Akhwan Travels , Lahore

Ticketing and Marketing Executive
- Domestic and International ticketing
- Introduction of business entity for Corporate Clients
- *Proposed Business promoting / marketing ideas – generated clientele for the company – added 16 permanent clients during the tenure*

EDUCATION AND TRAINING

2001 – 2004
Staffordshire University, England

Programming Logic, Database Structures, Network protocols, Programming algorithms, Small Scale projects, Information Systems, Organisational Structures, Organisational Communication.

BSc. Computing

CERTIFICATIONS

SAP FICO 4.7
April.2005 – May.2005

SIEMENS Engineering Pakistan.

Jan 2002	Actively Participated in Rotaract Club's annual gathering – Was nominated as the best speaker
Jun 2002	Participated in the debating competition – Nominated the best speaker
Aug 2003	Participated in the debating competition – Defended the previous position
Nov 2007	Participated in 3-Day Time Management seminar with www.timelenders.com
Nov 2009	**Attended ISO9000:2008 training**
Jan 2010	PMP – Project Management course taken with SYSCOMS
Feb 2010	CCNA Training – Al Areef Institute – Certification to attend
Oct 2010	Certification Course in Direct Selling Industry – Direct Selling Educational Institute in Dubai

- Familiar with programming languages like – C
- Started with Photoshop 7 – working at the novice level.
- Previously worked on web languages like Java scripting
- Course in Air Ticketing taken with SAGERS (TDCP)
- Toastmaster with Basharia Toastmasters Club - http://www.bashariatm.com/

German – Basic Level course done. Would pursue for in later stages.

Left column labels:

Date (from – to)
Name and Address of Employer
Occupation or position held
Main activities and Responsibilities
Projects and Assignment Achievements

Dates (From – To)
Name and Type of Organisation providing education and training

Principal Subjects/Occupational skills covered
Title of Qualification Awarded

SAP CERTIFICATION
Date (From – To)
Name and Type of Organisation providing education and training

SOCIAL SKILLS AND COMPETENCIES
Coordination and administration of people, projects and budgets; at work, in voluntary work (culture and sports)

TECHNICAL SKILLS AND COMPETENCIES
With computer, hardware machinery, Other Professional fields

OTHER LANGUAGES
Other than English and Mother Tongue