

# Muhammad Imran Yousuf Qureshi



📍 Karachi, Pakistan

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## 🚀 Strategic Sales & Marketing Leader | Textile Industry Expert | Global Business Expansion

- ◆ Around 20 years of progressive experience in textile marketing and merchandising support, with a strong focus on export coordination, buyer servicing, and order execution
- ◆ Extensive exposure to international markets, managing buyer relationships and supporting sales operations across Europe, including Germany, France, Netherlands, UK, Albania & Belgium
- ◆ Strong command of marketing and merchandising coordination, including product development follow-ups, procurement planning, and aligning customer requirements with production capabilities
- ◆ Hands-on experience in negotiations, order planning, and cross-functional coordination between clients, sourcing, and production teams to ensure timely deliveries and business continuity

## 🌐 Professional Experience

### Marketing & Sales Manager

**DIN Textile, Lahore, Pakistan**

📅 Jan 2024 – Present

Successfully developed and expanded international sales operations across key European markets, including France and Germany

Secured high-value international clients through strategic outreach and relationship management

Represented the company at Heimtextil Germany, engaging global buyers and generating new business opportunities

Strengthened export pipeline by converting leads into confirmed international orders

### Marketing Executive

**Saya Weaving Mills (Pvt) Ltd, Karachi, Pakistan**

📅 Apr 2022 – Dec 2023

Managed and expanded the European customer portfolio through targeted business development strategies

Developed strong relationships with international buyers, leading to repeat orders and long-term partnerships


Contributed to revenue growth by identifying new market opportunities and strengthening existing accounts

Supported end-to-end sales coordination including merchandising, sampling, and order execution

Collaborated closely with production and sourcing teams to ensure timely and accurate order fulfillment

**Manager Merchandising / Procurement Head / Marketing Assistant to CEO**

**Ahmad Manufacturing Corp. (Pvt) Ltd, Karachi, Pakistan**

 **Jul 2006 – Mar 2022**

Built and maintained long-term business relationships with leading European clients across Germany, Netherlands, Belgium, and France


Managed multi-million-dollar export orders, including procurement, production coordination, and shipment execution

Regularly represented the company at international trade fairs, including Heimtextil Germany, securing new business contracts

Worked closely with executive leadership as a key support in marketing strategy and global client communication

**Merchandiser**

**Silver Textile Factory, Karachi, Pakistan**


 **Oct 2004 – Jun 2006**

Managed key U.S. accounts, including product approvals and new product development cycles

Coordinated with buyers and production teams to ensure timely execution of orders

**Weaving Manager**

**Insaf Enterprises, Karachi, Pakistan**


 **Sep 2003 – Aug 2004**

Optimized loom operations and production efficiency to improve output and reduce downtime

Supervised workforce management and ensured smooth daily operations

**Quality Inspector**

**Feroze Textile Industries, Karachi, Pakistan**

 **Sep 2002 – Aug 2003**

Conducted final quality inspections for export shipments

Ensured compliance with buyer specifications and international quality standards

## ⇒ Education & Certifications

🎓 **B.Tech in Textiles** – Indus Institute of Higher Education, Karachi (2007)

🎓 **DAE in Textile** – Govt. College of Technology, Karachi (2003)

### Professional Certifications:

✓ **Synthetic Fiber Technology** – SFDAC Korangi, Karachi

✓ **Fabric Design & Structure** – SMA Rizvi Textile Institute, Karachi

✓ **Merchandising Course** – PHMA IKTK, Karachi

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## • Key Skills & Expertise

✓ **International Sales & Business Development**

✓ **Merchandising & Procurement**

✓ **Client Relationship Management**

✓ **Negotiation & Contract Management**

✓ **Supply Chain & Sourcing**

✓ **Trade Show Representation (Heimtextil, Germany)**

✓ **Microsoft Office Suite (Excel, Word, PowerPoint)**

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## ⑧ Languages

🗣️ **English** – Conversational

🗣️ **Urdu** – Native

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## ⇔ References

Available upon request.