



AASIF AHMAD LONE

FORMER MARKETING
MANAGER

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CONTACT DETAILS

(+91) 97977 71115

LONEAASIF.LA@GMAIL.COM

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CAREER OVERVIEW

A former experienced marketing professional based in Kashmir.

Proficient and excellent knowledge in analysing the market through consumer trends and strategising.

With the acquired skill set, have proven & ensured success of any establishment through effective and innovative management techniques.

OPEN TO NEW ROLES & OPPORTUNITIES

As an individual, I am flexible and I feel that I am ready for another stage in my career. I am seeking a full time position, where I can apply my knowledge and skills for continuous improvement. With my varied experience and skills acquired in two different sectors, I am positive that it will translate into a success working with your esteemed company.

WORK EXPERIENCE

MARKETING MANAGER

ABAQ ALRAYAN CORPORATE SERVICES PROVIDER, UAE
FEB 2020 - MAR 2021

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.

ASSISTANT STORE MANAGER

MAHAL RESORTS, SRINAGAR, JAMMU & KASHMIR
FEB 2017 - FEB 2019

- Maintain and monitor store inventory.
- To Ensure that the store is clean, safe and presentable for customers.
- Greet and assist customers as necessary when other sales associates are busy.
- Conduct regular audits of the store's physical and practical condition to ensure quality.
- Maintain product levels appropriately.
- Interact with the public via social media and maintain the store's online presence.
- Process sales when necessary.

COMPUTER SKILLS

- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel

KNOWN LANGUAGES

- English
- Kashmiri
- Urdu

HOBBIES & INTERESTS

- Sports
- Photography
- Trekking & travelling

ACADEMIC QUALIFICATION

MASTERS IN RURAL DEVELOPMENT

IGNOU UNIVERSITY | 2020 - 2021

BACHELORS OF ARTS

KASHMIR UNIVERSITY | 2017 - 2018

DIPLOMA IN INFORMATION TECHNOLOGY

ELITE COMPUTERS | 2015 - 2016

CORE COMPETENCIES

- Experience in adapting and improvising.
- Analytic approach to work and attention to detail.
- Experience with content and Internet-based research.
- Ability to communicate fluently in verbal and written English.
- Expertise in report writing.
- Experience in using statistical analysis concepts and tools to solve complex problems.
- Expert user of quality tools used within the organisation.
- Logical, investigative and innovative approach to problem solving.
- Ability to work in a team environment, yet maintain professional integrity and composure while communicating difficult subjects.

OTHER DETAILS

Father's Name: Gh. Hassan Lone

Date of Birth: 09 February 1994

Nationality: Indian

Marital Status: Single

Visa Status: Visit Visa

Address: House no.21, Nowgam Kandi, Jammu and kashmir-193101