

FARHAN AZHAR

London, United Kingdom

EDUCATION:

- **MBA** (Major: Marketing)
University of Wales Institute, Cardiff England 2009
- **PGD** (Post Graduate Diploma in Business Management)
London School of Commerce 2008
- **BBA** (Major: Marketing)
Steven's College of technology and Management England 2007
- **B. Sc.** (Major: Chemistry)
Karachi University 2004
- **MCIM** Certificate in Marketing
Chartered Institute of Marketing England 2008
- Participated in several courses and workshops in Retail
sales and customer services expression
Tesco England 2007/2008
- Certificate in Computer Literacy Program
Skill Development Council 2002

PROFESSIONAL EXPERIENCE:

Marketing Manager – Orion Engineering Supply Ltd April 2009 till to date

Working as a Marketing Manager for Oil and Gas industry in Orion Engineering Supply Ltd.

- Worked as Marketing Manager intimately working with leading engineering goods manufactures and suppliers including Business Partners of Siemens, Dresser, H&B Sensors, Micronics, and WIKA in conjunction with Support Instrumentation Ltd.
- Demonstrated technical marketing skills and products knowledge.
- Managed relationship between customers and leading suppliers supported by on-going visits to customers and non-customers.
- Initiated new instruments rang in organization's product portfolio.

Relationship Manager – Tesco March 2007 to April 2009

Worked as Relationship Manager in Tesco's retail operation across the London for various outlets.

- Developed merchandising plans to identify specific marketing tactics built on customer insight to deliver overall business objectives.
- Participated in pre and post evaluation of promotional campaigns.
- Part of multinational team, responsible for allocation and prioritisation of workflow and resources to maximise sales.
- Dealing with customers on a day-to-day basis, ensuring high standard of customer care.
- Motivating to build cohesive team and achieve objectives.
- Managed store operations, assisted and advised customers.