

# Imran Javed Butt

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## Profile Snapshot

I am an experienced Assistant Manager with a solid background in Sales, Marketing, and Client Services, backed by an MBA. I have a proven ability to lead sales initiatives, manage procurement, and execute HR strategies, consistently driving business growth and operational efficiency. Adept at optimizing resources and leveraging digital tools, I am committed to aligning my expertise with organizational goals to deliver impactful results.

**Dec 2017 To Date**                      **Yaqoob Raza & Brothers.**  
**Asst. Manager Sales & Marketing**

### Key Responsibilities:

- Spearheaded all Sales & Marketing operations, including the development and submission of daily activity reports to senior management, ensuring strategic decision-making and streamlined actions.
- Led government tendering, procurement bids, and client meetings, while overseeing daily operational and non-operational activities, leveraging market insights and media monitoring to drive informed purchasing strategies.

**Mar 2015 To Nov 2017**                      **Addon-Communication Lahore.**  
**Asst. Manager Client Service.**

### Key Responsibilities:

- Reported directly to the Manager of Client Services, overseeing end-to-end project execution within specified timelines, including procurement, vendor negotiations, and the development of POSM in line with client budgets.
- Conducted client surveys and created RFQ presentations, while managing invoicing, payment follow-ups, and preparing detailed weekly and monthly reports to drive client growth and satisfaction.

**Dec 2011 to Jan 2013**                      **Techno Engineering Services Pvt. Ltd. Jebel Ali, Dubai, U.A.E.**  
**Assistant Manager – Coordination HR/Administration.**

### Key Responsibilities:

- Reported to the GM HR/Administration, coordinating with area offices and camps to lead Human Resource planning and execution in alignment with approved project timelines. Developed and implemented comprehensive HR strategies based on the master project plan.
- Managed end-to-end recruitment, including finalizing job requirements with department heads, advertising through print and electronic media, shortlisting candidates, conducting interviews, issuing offer letters, and maintaining detailed records of new hires.

**May 2001 – April 2009**                      **Worldcall Broadband Ltd, Lahore.**  
**Asst. Manager Coordination.**

### Key Responsibilities:

- Acted as a key liaison between sales and marketing teams across area offices, ensuring seamless coordination and the availability of POS materials and product tariffs, which improved market reach and optimized sales performance.
- Streamlined reporting and inventory processes by generating comprehensive daily and monthly sales reports, coordinating with the accounts department on stock movement, and maintaining customer data accuracy, contributing to efficient operations and enhanced decision-making.

## Education

**Master in Business Administration** from **American International University** Lahore.  
**Bachelor of Commerce** from Quaid-i-Azam College of Commerce **Punjab University** Lahore.  
**Diploma in Computer Sciences** one year from **Govt. M.A.O College** Lahore.

## I.T Skills

Well versed with MS Office, Outlook Express. Good hands on web browsing, Social Media & well versed Software.