

Contact

Dubai, United Arab Emirates
+971 (Work)
mahvishzaheerr@gmail.com

www.linkedin.com/in/mahvish-zaheer-bbb2881a3 (LinkedIn)

Top Skills

Business Development Support
Business-to-Business (B2B)
Customer Service

Mahvish Zaheer

Business Development Manager at Mudabbir Jalil Building Contracting
Dubai, United Arab Emirates

Summary

"Dynamic professional with extensive experience in sales, marketing, and customer service.

Proven track record of driving revenue growth, fostering strong client relationships, and leading high-performing teams to success."

Experience

Mudabbir Jalil Building Contracting L.L.C

Business Development Manager
November 2024 - Present (4 months)
United Arab Emirates

- *Drive market research and identify new business opportunities in the construction sector.
- *Generate leads and build relationships with clients, contractors, and partners.
- *Prepare proposals, negotiate contracts, and ensure alignment with project requirements.
- *Establish strategic partnerships to secure larger projects and enhance the company's network.
- *Collaborate with project teams for smooth execution of contracts and timely delivery.

Printing & Packaging House (USA)

Sales & Customer Support "International Client"
July 2023 - October 2024 (1 year 4 months)
Pakistan

- *Serve as the primary point of contact for printing and packaging clients, understanding their needs and requirements.
- *Coordinate closely with clients to gather project specifications, timelines, and any other relevant details.

- *Ensure clear communication between clients and internal departments, including design, production, and logistics teams.
- *Manage multiple client accounts simultaneously, prioritizing tasks and projects to meet deadlines and exceed client expectations.
- *Provide accurate and timely cost estimates for printing and packaging projects, ensuring pricing aligns with client budgets and company profitability goals.
- *Actively listen to client feedback and concerns, addressing any issues promptly and effectively to maintain strong client relationships.
- *Proactively identify opportunities for upselling or cross-selling additional printing and packaging services to existing clients.
- *Collaborate with internal teams to develop creative solutions and innovative ideas that meet client needs and objectives.
- *Stay informed about industry trends, market developments, and emerging technologies in printing and packaging to provide informed guidance and recommendations to clients.
- *Maintain detailed records of client interactions, project specifications, and other relevant information in the company's CRM system.
- *Strive to continuously improve the client servicing process, implementing best practices and refining strategies to enhance overall client satisfaction and loyalty.

Consultancy

Business Development Manager (IMT & LMT)

March 2018 - June 2023 (5 years 4 months)

Punjab, Pakistan

- * Developed and implemented sales strategies to grow revenue and market share within key accounts.
- * Set sales targets, identified growth opportunities, and aligned sales strategies with company objectives.
- * Negotiated pricing, terms, and contracts to maximize sales revenue and profitability while

maintaining positive relationships.

- * Collaborated closely with product development and marketing teams to create products and

promotions tailored to key accounts' needs.

- * Coordinated product launches, promotions, and marketing campaigns to drive sales and enhance

brand visibility.

- * Worked with supply chain and logistics teams to manage inventory levels, ensuring timely delivery

of products and preventing stockouts or overstock situations.

- * Conducted market analysis and competitive intelligence to understand trends, competitor

activities, and consumer preferences.

- * Used insights to identify growth opportunities and develop strategies to stay ahead of competitors.

- * Collaborated with cross-functional teams to align strategies and ensure seamless execution of sales

plans.

- * Provided feedback to drive continuous improvement and innovation.

- * Monitored sales performance against targets, analyzed sales data and prepared regular reports

and presentations for management.

Harper Flux-Media Agency

Business Development Executive

July 2015 - August 2017 (2 years 2 months)

Lahore, Punjab, Pakistan

- * Facilitate seamless communication between client specifications and production teams, ensuring

alignment and understanding of project requirements.

- * Deliver timely updates to clients, keeping them informed about the progress of ongoing projects

and campaigns.

- * Take charge of executing and coordinating the development of the Media Plan, ensuring strategic

alignment and optimal utilization of resources.

- * Spearheaded brainstorming sessions with the team to generate innovative ideas for Below-the-Line

(BTL) campaigns, fostering creativity and strategic thinking.

- * Oversee the coordination of all projects from initial proposal stages through to execution, ensuring smooth workflow and adherence to deadlines.
- * Conduct daily cross-checks to ensure execution aligns with planned timelines, proactively addressing any deviations to maintain project efficiency.
- * Implement activity-based reporting mechanisms to track progress and performance metrics, facilitating data-driven decision-making and optimization efforts.

ZIC MOTOR OIL - HI-TECH LUBRICANTS LTD.

Asst Brand Manager

December 2007 - March 2014 (6 years 4 months)

Lahore, Punjab, Pakistan

- * Collaborate closely with the marketing communications team to ensure that all packaging designs align with the established communications hierarchy.
- * Contribute as a member of a cross-functional team in the development of new products, analyzing information and data to help set sales forecasts.
- * Perform ongoing analysis and reviews of the brand, competitive landscape, category trends, customer and consumer behavior, and other factors that impact brand equity and marketplace performance.
- * Review trade plans and point-of-purchase materials for consistency with the overall marketing plan for specific channels and customers.
- * Conduct in-depth analysis of current performance, market trends, and other relevant factors to recommend revenue goals for the upcoming year.
- * Develop growth targets, business objectives, and brand strategies that align with the national business plan.

Education

University of the Punjab

Master's degree, Business, Management, Marketing, and Related Support
Services · (2018 - 2020)

Superior College

Sales Training , Selling Skills and Sales Operations · (2017 - 2017)

University of the Punjab

Bachelor's degree · (2012 - 2016)