



Muhammad Umer Saeed

Marketing & Sales Enthusiast

A determined, competitive, and goal-oriented individual with a professional, polite, and helpful attitude. Always open to build new connections and listening to new ideas. I love to work in a challenging environment where everyone strives to create the best for the organization. Seeking a position in a well-esteemed organization like yours to convert problems into opportunities.

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📍 Mohallah Peer Adil Shah, Mianwali, Pakistan

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📅 23 July, 2002

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EDUCATION

Bachelor of Business Administration

Namal University Mianwali

2021 - Present

Pakistan

Courses

- Business Management
- Organizational Behavior
- Data Driven Marketing
- Customer Relationship Management
- Retail & Sales Management
- Principles of Marketing
- Consumer Behavior
- Digital Marketing
- Strategic Brand Management
- Integrated Marketing Communications

WORK EXPERIENCE

Intern

M/S ZAIN NIAZI & BROTHERS UNILEVER DISTRIBUTION

07/2024 - 09/2024

Achievements/Tasks

- Gained experience, exposure, and knowledge of career-specific procedures and systems.
- Assisted senior staff in data analysis tasks to inform strategic decisions.
- Demonstrated ability to take initiative and work independently on assigned projects.

Intern

Bin Malik Traders

09/2024 - 12/2024

Achievements/Tasks

- Showed initiative and willingness to take on new challenges.
- Improved team communication by organizing regular team meetings and discussions.
- Maintained a high level of service whilst dealing with client queries and complaints & worked productively with team members to achieve common goals.

Personal Project

Co-founder Vermi Gold

Leveraging Waste for Sustainability: Economical Agricultural Solution

Achievements/Tasks

- Transforming Waste into Wealth for Soil Health & Sustainable Farming.

CONFERENCES & Competitions

ICIBM 2025

Business Idea Competition 2025

Agri Tourism Conference 2023

SKILLS

Marketing

Digital Marketing

Analytics

Microsoft Office

Critical Thinking

Public speaking

Technical writing

Power BI

IT Skills

Sales

PROJECTS

Marketing Plan and Analysis:

- Compare two Companies (J. and Chase Value) performing different analyses like SWOT, PESTAL Analysis, etc.

Decline of Pakistan International Airlines (PIA) due to organizational behavior (OB).

- This project report aims to analyze the impact of OB on PIA's decline and provide solutions to address the identified issues.

Challenges and Solutions in the Pursuit of Roti, Kapra, & Makaan in District Chakwal

- This project aims to know consumer behavior regarding necessities in the district of Chakwal people. Insights from this project will help to improve their lifestyle according to consumers' needs and wants.

Design Social Media Marketing Campaign

- Developed and run the social media campaign using Meta Technologies for Vermi Gold

Financial Analysis

- Conducted financial statement analysis of Colgate-Palmolive Company and developed a comprehensive dashboard.

CERTIFICATES

Introduction to Data Analytics

Regular Expressions in Python

Microsoft Office

Introduction to Power BI

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

Arabic

Professional Working Proficiency

INTERESTS

Volunteering

Entrepreneurship

Market Research

Networking

Exploration