



NOSHABA MALIK

SALES CONSULTANT AND BUSINESS ANALYST

CONTACT

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SKILLS

- MS Office
- Excel
- PowerPoint
- Word
- Outlook
- Power BI (Import data, Transform data)
- Siebel
- Basic in MSTR Self-service
- Analytical Skills
- Communication Skills
- Good Team Player
- Problem Solving
- Organizational Skills
- Time Management

LANGUAGES

- English
- Urdu
- Punjabi

Real Estate Sales Consultant | Channel Planning | Sales Planning Executive

Hailing from a fast-paced and innovative Telecommunication & IT industry, I thrive in a multinational work environment that relies heavily on teamwork and collaboration with internal and external clients. In addition to my experience as a Channel Planning Analyst, I also bring hands-on sales experience in the Real Estate sector. I have successfully advised clients on property investments, handled complex sales negotiations, and ensured the seamless closing of real estate transactions.

PROFESSIONAL EXPERIENCE

Brown Stone Real Estate, Dubai, UAE 

JAN 2025 - PRESENT

Real Estate Property Consultant As a Real Estate Property Consultant at Brown Stone Real Estate, Dubai, I have successfully advised clients on buying, selling, and leasing properties, ensuring they make informed decisions and achieve maximum value for their investments. Key responsibilities include:

- Conducting market research and providing clients with insights into property values, market trends, and investment opportunities.
- Managing the sales cycle from property listing to closing deals, including negotiating contracts, coordinating with legal teams, and ensuring smooth transactions.
- Building strong relationships with clients, understanding their needs, and offering tailored solutions based on their financial goals.
- Providing expert guidance on property financing options and assisting clients in securing financing.
- Organizing property viewings, preparing property presentations, and conducting follow-ups to maintain client engagement.
- Continuously staying updated on market dynamics, ensuring accurate property valuations and timely sales.

JAZZ, Multan, Pakistan 

Jan 2017 - Dec 2024

Sales Planning Executive

- As part of Central B Regional Planning team, ensuring channel profitability, channel engagement and visibility by developing insights and analysis into channel operations, along with:
- Carrying out target setting using trend & forecasting analysis, cell site allocation of MBUs and Franchise on monthly basis.
- Initiating and evaluating Franchise business cases to ensure regional growth & franchise profitability; following-up on the process of business cases till its execution; and closely monitoring Franchise performance by carrying out pre-and-post induction analysis.
- Designing Regional Promos to ensure continuous KPI improvement, carrying out dry run before launch, providing daily visibility to sales team on performance & payout; and ensuring desired results are achieved & maximum budget utilization.
- Developing insights and analysis into channel operations by preparing monthly or quarterly or YTD deep dives, business analysis and channel performance reviews of Region, MBUs, and Franchise to make important business decisions & take corrective actions.

AREAS OF EXPERTISE

- Sales Strategy Development
- Lead Generation & Conversion
- Customer Relationship Management
- Advanced Excel skills
- Data Analysis
- Promo Designing & Reporting
- Project Management
- Google Sheets
- Interpersonal Communication
- Commission Modules KPI Target setting
- Trend Analysis Forecasting & Planning
- Presentation skills
- Stakeholder Management

AWARDS

- Divisional Champ for Q4 2023 (Central B Sales Planning Team – 100% Budget Utilization of Q4 Regional Campaigns). H1
- Performance Award 2023 (Central B Sales Planning Team – Cross Functional Recognition Award as a best Support)
- Divisional Champ for Q4 2022 (Central B Sales Planning Team – Successful Migration of MSTR, Regional performance)
- Dashboards Profitability Analysis & Commission Dashboard)2
- Divisional Champ for Q4 2021 (Central B Sales Planning Team – (Best Insights to Raise the bars of Regional 4G Penetration from 35% to 68%)
- YTD 2022 Performance Award by CCO and RBH of Jazz.

- Preparing daily reports by carrying out data mining, data wrangling, and conversion of large data into meaningful insights.
- Conducting business growth analysis, cell site analysis and other ad hoc analysis as per business needs.
- Ensuring Retail & Distribution network development, by proactively and creatively bringing forward new ideas & processes for betterment of team, such as: increasing Retailer footprint in low revenue cell sites.
- Collaborating with sales team and stakeholders to understand their business needs, formulate way forwards, and provide complete end-to-end analysis to maximize region's growth. Troubleshooting region's queries regarding KPIs, commissions, promos, retailer performance, etc.

Coca Cola Beverages Pakistan

Ltd. Multan, Pakistan



Dec 2007 – Sep 2012

Business Analyst

- Supported monthly and quarterly budgeting for the business with annual revenue of over PKR 5 billion. Implemented
- changes to operations, monitored business performance on daily and monthly basis and achieved a monthly operating income ratio of 26%.
- Supervised reorganization of sales team and increased number of factory sales by 10%. Reviewed and streamlined internal processes to minimize redundant procedures. Revamped procurement to ensure availability of materials, reduce wastage and spillage. Designed production schedule and improved production efficiency.
- Responsible for carrying out Internal Audit and its compliance.
- Distributor warehouse audits and implanting best warehouse practices.
- Responsible of all company assets and ensure their availability on trade.
- Timely execution of Sales related reports & comparisons to improve sales.
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- Reporting to Sales Director for presenting Monthly SIS confirmation.
- Facilitating brand teams for outdoor marketing campaigns and road shows.
- Strong follow up to all queries on HELT and HORICA channel through relationship building.

Colony Mills LTD, Multan, Pakistan



Oct 2005 – Nov 2007

Finance Executive

- As a Finance Executive at Colony Mills LTD in Multan, I spearheaded: Expertise in Colony Mills Ltd. local product exports, forging new bank relationships for advantageous export rates.
- Collaborating with sales and marketing teams to develop outbound prospecting strategies, enhancing partner relations for business expansion.
- Ensuring efficient fund flow planning, managing daily operational and financing matters with banks, and overseeing mill affairs to meet raw material, wage, and overhead needs, including L/C management for imports and exports.

EDUCATION

Master of business administration, Finance

2005

International Islamic University, Islamabad