

# Athar Hasan

Dynamic and results-oriented Marketing Manager with extensive experience in developing and implementing strategic marketing initiatives to drive brand awareness, customer engagement, and revenue growth. Proven track record of leading high-performing teams and delivering impactful campaigns across various channels.

## **Areas of Expertise:**

- Strategic Planning
- Campaign management.
- Market Research
- Digital Marketing
- Data Analysis
- Communication
- Problem solving

## **Qualification:**

- Master Degree in Business Administration – Specialized in Marketing from S.H.I.A.T.S Allahabad in 2011.
- Bachelor Degree in Commerce - Bilaspur University Chhattisgarh in 2007.

## **Professional Experience**

- Aaratrika Materials and Transportation Pvt Ltd ( Jan 2023 – March 2024) as Marketing Manager.
- Muscat Air Conditioning & Electronic LLC. (May 2015 – Dec. 2022) as Business Coordinator.
- NF Forgings Pvt. Ltd. (Sept. 2013 – Mar. 2015) as Assistant Manager – Marketing.
- MARG Limited (Jul. 2011 – Aug 2013) as Marketing Executive.

## **Core Responsibilities:**

### **Marketing Manager:**

- Led a team of marketing professionals in the development and execution of comprehensive marketing strategies to meet business objectives.
- Conducted market research and competition analysis to identify trends, opportunities and consumer insights, forming marketing strategies and product development initiatives.
- Collaborate with cross-functional teams, including sales, product development and customer service to align marketing efforts with overall business objectives.
- Establishing and maintained relationship with key stakeholders, including internal teams. External vendors and industry partners to support collaborative efforts and drive business growth.

- Developed and implemented target marketing campaigns to promote products & services to specific customer segments, resulting in a 15% increase in customer acquisition.
- Managed social media channels and digital advertising campaigns to enhance brand visibility and engagement, driving a 25% increase website traffic.

### **Business Coordinator:**

- Coordinated cross-functional teams to ensure successful execution of projects, resulting in a project efficiency.
- Developed and maintained project schedules, budgets and resource allocation plans.
- Facilitated communication between departments to enhance collaboration and alignment on projects goals.
- Implemented process improvements to streamline workflow and reduce operational costs by 10%.
- Prepared & delivered MIS reports to senior management on projects status, key performance metrics and budget tracking.

### **Personal Details:**

- Languages Known: English, Hindi, Urdu
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