

IMTESAL AWAN

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 Lahore, Pakistan

PROFESSIONAL SUMMARY

Modern, result-oriented **Business Development, Sales & Marketing Professional** with a strong footprint across the GCC and Pakistan. Demonstrated ability to generate revenue, lead communication strategies, and build high-value corporate relationships. Adept at presenting technical solutions, driving strategic growth, and improving brand positioning.

CORE COMPETENCIES

- Business Development & Sales Strategy
- Corporate Communication & PR
- Negotiation & Client Acquisition
- Leadership & Team Management
- Strategic Planning & Execution
- Cross-Border Communication (KSA–Pakistan)
- Project & Event Management

WORK EXPERIENCE

Elite Consulting Co., Lahore

Business Development Officer

Aug 2025 – Present - Developing and executing revenue-focused business development strategies.

- Managing corporate clients and identifying emerging business opportunities.
 - Leading proposal writing, presentations, and negotiation processes.
 - Strengthening the firm's market presence through outreach and partnerships.
 - Conducting market analysis to support data-driven decision-making.
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Star Universal, Saudi Arabia

Sales & Marketing Executive

Jul 2023 – Jun 2025 - Led industrial communication for major clients including **ARAMCO, SABIC, SATORP, MA'ADEN**, and others.

- Surpassed annual sales targets via strategic outreach and relationship management.
 - Delivered high-level technical presentations on industrial-grade products.
 - Expanded business portfolio by onboarding new clients (CHEMANOL, PetroRabigh, SIPCHEM).
 - Streamlined international communication and operations between KSA and global offices.
 - Enhanced brand engagement through targeted marketing campaigns.
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Youth General Assembly (YGA)

Chief Operating Officer

2019 – Present - Leading national operations, strategic programs, and youth development initiatives.

- Overseeing organizational planning, leadership training, and execution of major events.
 - Managing YGA's communication & branding efforts across digital and PR platforms.
 - Building partnerships with ministries, international youth bodies, and civil society.
 - Supervising recruitment, training, and digital operations since 2020
 - Managed all PR, media, and marketing for national youth events.
 - Organized conferences, summits, debates, and parliamentary simulations.
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EDUCATION

MBA – Master of Business Administration

University of Lahore - UOL
2025 – 2027

Bachelor of International Relations

LCWU – Lahore College for Women University
2019 – 2023

INTERNSHIP EXPERIENCE

ISPR – Inter Services Public Relations, Pakistan Army

Jul – Aug 2022 - Assisted in media coordination and public communication tasks.
- Contributed to content development and public relations activities.

ACHIEVEMENTS

- Member – **Prime Minister’s National Youth Council (2024–2026)**
 - Delegate – **Commonwealth Asia Youth Alliance (CAYA) Summit 2025**
 - **Youth Leadership Award 2022**
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LANGUAGES

- Urdu (Fluent)
 - English (Fluent)
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