

# Danial Mirza

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I am a dynamic and accomplished Marketing and Management professional with a Master's degree from Birmingham City University, UK, and over 1 year of industry experience. With a proven track record of success, I excel in elevating sales performance and catalyzing business growth across diverse multinational and retail settings. My expertise lies in conducting comprehensive market research, cultivating high-value sales leads, and executing impactful B2B sales strategies. I possess extensive hands-on experience in managing all facets of inbound and outbound sales operations, consistently exceeding targets and delivering exceptional results.

## EXPERIENCE

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### Marketing & Sales Executive

DB Schenker Network

March 2021 - January 2010

Lahore, Pakistan

- **Achieved 20% sales growth:** Applied strong marketing and management skills to increase sales by 20% through effective B2B strategies and lead generation techniques.
- **Market Expansion:** Leveraged market research expertise to identify and secure new business opportunities, contributing to the company's expansion in a competitive market.
- **Performance Enhancement:** Effectively managed inbound and outbound sales operations, conducting regular reviews that led to process improvements and increased team productivity.
- **Industry Engagement:** Actively represented the company at trade exhibitions and conferences, strengthening industry partnerships and enhancing brand visibility.

In my role as a Sales Executive at CEI Supply Chain, I harnessed my marketing and management skills to drive substantial sales growth, expand our market presence, and improve overall sales team performance.

### Sales & Marketing Internship

Euro Oil Pvt. Limited

July 2020 - August 2020

Lahore, Pakistan

During my internship with Euro Oil Pvt. Limited in the Retail Sales Department, I not only developed essential marketing skills but also achieved notable accomplishments, contributing to the department's success. My key responsibilities and accomplishments included:

- **Team Leadership and Motivation:** Effectively managed and motivated the sales team, resulting in a 15% improvement in overall team performance during my tenure.
- **Sales Target Excellence:** Consistently exceeded sales targets, driving a 10% increase in store revenue through strategic marketing initiatives and customer-centric sales approaches.
- **Promotional Success:** Orchestrated and executed successful promotional campaigns, leading to a 20% boost in customer engagement and a corresponding increase in sales.
- **Data-Driven Decision-Making:** Utilized analytical skills to analyze sales figures and customer data, enabling the team to make informed marketing and sales decisions.

This internship not only enhanced my marketing skills but also allowed me to demonstrate my ability to lead and contribute positively to the team's success through innovative marketing strategies and effective sales management techniques.

## EDUCATION

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Masters of Science (M.Sc.) – Management & Marketing

January 2022 - February 2023

**Birmingham City University**

- Grade: 65% (2:1 Upper Second-Class Honors)

Bachelor of Business Administration (BBA) – Sales & Marketing

February 2017 - January 2021

**University of Lahore**

- CGPA: 3.73/4.0 (ECTS)

## SKILLS

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**Marketing Skills:** Teamwork & Leadership, Interpersonal & Communication, Presentation, Active Listening, Organizational, Self-Reliance

**Digital Marketing Skills:** SEO (Search Engine Optimization), Social Media Management, Content Marketing, Email Marketing, Data Analysis

**Marketing Technology Skills:** Marketing Automation, CRM (Customer Relationship Management), Web Analytics, Design Tools, Campaign Management

**Tools:** lumen5, VN Video Editor, ChatGPT, Grammarly, Canva, Adobe Express, Vids, Microsoft Word, Excel, Powerpoint, Outlook

## LANGUAGES

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**English** | Native Speaker (CEFR C2 level)

**Urdu** | Native Speaker (CEFR C2 level)