

## **Amer Arslan**

**Director Marketing/ CFO  
Global 24 (Pvt) Ltd.**

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### **PROFESSIONAL OVERVIEW**

With strong technical and business qualifications and a remarkable track record of experience in strategic-marketing planning, marketing management, business unit development, human resource management, and auto-business management, his expertise ranges from an extensive experience in domestic and global sales, key client retention to mass communication. In addition, his leadership roles have led to strong business development skills with a focus on relationship and project management.

He also has a significant hands-on experience as a Marketing Manager at Aero Asia/ Tabani Corporation , Saleem Group of Industries and 10 years in Citibank NA ., Pakistan. Prior to his current engagement as co-founder/Director Marketing and CFO of Global 24 (Pvt) Ltd, he launched a career in Architectural services, Construction and Interiors as the owner of “M/s QadirBakhsh & Sons”. As an extension of personal interests he was able to start a SSS (service, spares and sales) Auto workshop, “M/s Auto Business Management”, soon after.

As an active member of the Pakistan business community, he previously held a position of Chief Operating Officer and developed “Media Marketing campaign” to elevate a dead Network of Regional FM radio station to a profitable business unit.

### **EDUCATIONAL QUALIFICATION**

Built on an energetic educational background of Aeronautical Engineering , Law, Bachelors’ Degree in Business Administration (Marketing) and Masters Degree in Business Administration (Marketing Management) coupled with rich 27 year experience as a senior banking / marketing professional ; rose from an employee to an employer.

### **PROFESSIONAL EXPERIENCE**

- Responsibility for the strategic management and operational oversight of the company’s global business development, provide stream lined operations, reduced operating costs and greater profitability.
- Interfacing with partners and large clients to develop and maintain organisational strategies, operational efficiencies and proposals for increasing technical efficiencies and profitability.

- Securing company's start-up financial management, setting up all financial relationships with systems and institutions, and processes necessary for generally accepted accounting principles.
- Identifying client target market and making business feasibilities.
- Resource marketing management to lead diverse teams of professionals in a variety of highly competitive industries, cutting edge markets and fast-paced environments.
- Focusing on improving business-to-business and business-to-government sales through strategic marketing planning.
- Inspiring and motivating sales in complex, changing, competitive and challenging business world.
- Business growth alliance- carefully selecting and organising affiliate network of seasoned and professional firms, globally to achieve targets and goals.

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#### COMMUNICATION / CLIENT RELATIONSHIP

Excellent verbal and written communication , legal and corporate drafting talents . Easily instil trust and confidence in clients through analytical skills with a dedication to expanding subject knowledge , workplace competencies and time management.

Maintain direct communication with clients in order to establish solid relations for affiliate growth at:

Email : [info@global24.world](mailto:info@global24.world)

Mobile : +92 300 4308969

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