Jauhar Jadoon

Mobile: +92-321-0111299
Email: jauharjadoon@gmail.com
LinkedIn: linkedin.com/in/jauharjadoon/

CAREER OBJECTIVE

As an enterprising marketing enthusiast, I am seeking a challenging role in marketing and strategy at a reputable organization. Leveraging my strategic mindset and hands-on experience in steering marketing initiatives, I aspire to contribute and enhance my skills and expertise to drive business growth and enhance brand persona.

EDUCATION

Institute of Business Administration, Karachi – MBA, (Marketing & Strategy) **2022-2024**
Institute of Business Administration, Karachi – BBA, (Marketing & Supply Chain) **2017-2021**

PROFESSIONAL EXPERIENCES

British American Tobacco – Territory Sales Manager (Dadu) **Oct'*24* – *Present***

- Managing 5 Markets and 4 VBP.
- Area Champ for Mobile Task Force (MTFs), Retail Task Force (RTFs), Merchandising Data Base (MDB), Top Trader and Elite Club Program, SKU level IMS Target Achievement, and Regional Tracking and Analysis for MTFs MOM Performance Dashboard.
- Successfully executed Bizom application transition from RCS 8 as part of the company's digital transformation strategy.
- Provided the DRs with new devices and printers across territory, along with increasing DR salaries for better performance and delivery.
- Launched market initiatives such as; Developing distributions and resources, Onboarding dealers, retailers and wholesalers, Converting retailers and wholesalers as filers, Educating retailers on the products, Executed initiatives like basket trading.
- The said initiatives resulted in reduced OOS, increased stock depth, improved product availability, to improve RTM and distributor coverage and ultimately drove sales volumes.
    - Q'3 2026: Highest FMC Growth **(25%)** in the Area **(14%)**, Growth in all channels and SKUs, Increased sales contribution in the area from **19%** in 2025 to **21%**, and **13%** growth in Velo.
    - 2025: **36%** growth in **Modern Oral (Velo)** category.

British American Tobacco – Territory Manager (Kamber) **Aug'24 – Oct'*24***

- Managed 3 Markets and 3 VBPs.

Pakistan State Oil – Project Trainee – Team Lead **Jan'24 – May'24**

- Leading a team of 4 project trainees working under the supervision of Senior Brand Performance Manager in PCMO sector on their well-known brand **Carient**. Carrying out sentiment, trade, and competitor analysis to understand brand perception and develop feasible and actionable solutions to improve the brand health and performance.

Fortis Group – Marketing Manager **Sep'21 – May'22**

- Designing and executing digital and out of home branding and marketing campaigns in Islamabad and Jhelum. Improved brand persona by designing and implementing effective digital and out-of-home marketing campaigns as a result sales of Rs 300 mln were matured.
- Designing the business model and marketing campaigns for the brand launch and brand building of the upcoming new business venture and collaborating with the stake holders to ensure value creation and delivery.

Fortis Group – Management Trainee – Marketing and Sales **June'21 – Aug'21**

- Designed and launched a rebranding campaign of the company to build a new persona to attract investors and boost sales.
- Assisted the COO in designing and implementing the sales process and the mechanism for monitoring and assessing the sales team along with restructuring the marketing department and specifying JDs to bring out the maximum potential of the employees.
- Created the quality assurance department to diagnose and help overcome the short comings of the sales team to ensure ultimate customer success. Officially Launched Fortis Future Leaders Programmes and onboarded universities in Islamabad.

British American Tobacco – Project Trainee – Team Lead **Dec'20 – May'21**

- Lead a team of 5 project trainees & 6 RTFs along with assisting the Project Lead in the initiative namely **Project Tesla**, under the supervision of the Area Managers, resulting in increased company's distribution footprint, curbed counterfeit, reduced OOS situation, maintained price compliance, and driving sales.
- Identified the market potential, in terms of overall, volume-class, brand, area, and outlet-wise tobacco consumption and procurement cycle, for future Business Development Strategy. Carried out Price Compliance, POSM Execution, and NDSS Market Activity with a **72% conversion rate** in Korangi, Karachi. Onboarded a VC-3 NDSS outlet in Gulshan-e-Iqbal, Karachi.

IBA CED – Project Trainee – Team Lead **May'18 – Jan'19**

- Coordinated interviews, meetings, and workshops along with video editing and database management. Increased brand awareness via digital marketing. Managed the participants on their deliverables whilst ensuring timely progress of the program.

CERTIFICATIONS

BAT – Power BI & Excel	**Sep'25**
BAT – Positive Training	**Jul'25**
University of Verginia Darden School of Business (Online) – Digital Transformation	**Dec'23**
X Culture (Online) – International Business	**Dec'23**
Infinitum Education (Online and Oxford) – Entrepreneurship Bootcamp	**July'22**
IBA CED (Karachi) – Value Creation to Value Delivery	**Aug'18**

SKILLS & INTERESTS:

Skills: Leadership, Public Speaking, Corporate Strategy, Marketing Strategy, Brand Management, Stake Holder Management, Out of Home Marketing, Trade Marketing, Growth Marketing, Global Marketing, Digital Marketing, Marketing Communication, Business Modelling, Ecommerce, Sales, SEO, Lead Generation, and Content Creation.

Software: AI tools, Microsoft Office, Power BI, Bizom, RCS 8, Zoho, SPSS, ANOVA, Google Analytics, Google Ads, Cap Cut, Google Trends, Adobe Premiere Pro, R Studio, Canva Pro, WordPress, Wishpond, Leonardo AI, Mid Journey, Runway, Helium 10, SEMrush.