

Marketing Manager

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Company: Shah Shammas Travel & Tours

Location: Islamabad

Category: other-general

Direct Marketing, Market Segmentation, Marketing Research, Coordination, Project Management, Reporting Research Results, Understanding the Customer, Process Improvement, Initiative, Planning Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars. Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests. Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists. Direct Marketing, Market Segmentation Understanding the Customer, Process Improvement, Initiative and Planning. Supports sales staff by providing sales data, market trends, and forecasts. Job Specification Creativity, Negotiation, Stress management, Analytical thinking, Public speaking, Technology and Communication

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