**First Name of Application CV No 1637232**

Whatsapp Mobile: +971504753686



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Nationality: Pakistani Age: 34

Married Kids: 1 Language: English, Urdu & Hindi

Career Objective

Talented, results-producing marketing professional with a proven record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives with 4 years experience. Possess a broad background in coordinating projects, planning events, promoting business services, and ensuring a high level of customer satisfaction. Exceptional organizational and time management skills with attention to detail.

Education

|  |  |  |  |
| --- | --- | --- | --- |
| Degree | Year | GPA / %age | Board/University |
| M.B.A | 2002-2004 | 3.57 4th position | Institute Of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan |
| B.B.A | 2000-2002 | 3.18 6th position | – Same as above – |
| F.Sc | 1998-2000 | 75% | -Multan Board |
| Matriculation | 1995-1997 | 81.05% | – Same as above – |

Experience:

# Green Fin Technologies Assistant Marketing Manager Dec: 2007- Mar: 2010

* Market & competitors’ analysis to set targets for the whole team & ensure its execution.
* Project Planning and applying proactive strategies on market contingencies.
* On Page SEO and Off Page SEO strategies development.
* Daily Ranking Report, Daily Crawl Report, Daily Visits Report Monitoring etc. Link Building, Content Writing, Do Follow Commenting to ensure for top ranking in major SE.
* Negotiating & coordinating to and from clients to higher management & tackling with team / success monitoring by meeting international standards of SEO.
* Portfolio Management.

**Fatima Group** Business Analyst / Coordinator Oct: 2005 –April: 2006

* Coordinating all Business Units for their productions and sales reports.
* Identifying critical bottlenecks from the sales & Production reports of each business unit.
* Providing an information hub for fertilizer business under the Fatima Group Umbrella.
* Preparing fertilizer reports in international scenario in context of supply & demand.
* Analysis of budgets and daily updates of fertilizer reports.

# Inbox Business Technologies Branch Coordinator Nov: 2004 - Sep: 2005

* Participating in Tenders Managing petty cash expenses and maintaining customers' accounts
* Checking inventory levels and maintaining tax and legal requirements record.
* Motivating employees and then assigning targets to sales teams Handling customers' queries and feedback Preparing sales and administrative reports

**Internship DHL Pakistan** - (Multan Service Centre) 8 weeks

Highlights

IT Skills:

* Microsoft Office proficiency Excel spreadsheets SEO
* SPSS

Interpersonal Skills:

* Results-oriented Professional and mature Devoted & Dedicated
* Strong problem solver Hard Working Proactive & Efficient
* Loyal & Honest Leadership Skills Customer Care Skills

Accomplishments

* Promoted to Assistant Marketing Manager after 11 months of employment in Greenfin technologies.
* Promoted to Branch Coordinator in 8 months of employment in Inbox Business Technologies.
* Team player in academics & job.
* Prize winner in speech competitions & essay writing at school level.

Training Courses

* Got training on “Productivity tool 5S” by NPO, Govt. of Pakistan.
* Got training on “Kaizen Management” by NPO, Govt. of Pakistan.
* Got training on “Success Secrets” by New Horizons Institute of Success.
* Got training on “Money Making” by New Horizons Institute of Success.

Thesis Work

* Worked on a comprehensive research in the area of “Working Capital Management”.

Research Work

* Term paper on the promotion management practices of “U-fone & Mobilink Pakistan”.
* Exploratory research on “Working Women (barriers,challenges, glass ceiling)”
* Term paper on the “TQM practices in Marriott Hotel Islamabad”
* Study of Operations Management practices in “Pakarab Fertilizers”.
* Stock valuation of “Indus Motors Ltd.” In the subject of Portfolio Management.
* Financial analysis of “PSO & Shell” in the subject of AFS.