Dear Sir/Madam,

I am writing to apply for the position of Assistant Manager Marketing – Food Retail at Baskin Robbins Middle East. I am a business development and marketing professional with several years of experience working in business development, marketing and sales. I started my career as a lecturer at my *Alma Mater* SZABIST (Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology) but over the years got the chance to work with well-regarded organizations like INJAZ Pakistan, the AMAN Foundation, Four Corners Group, Franco’s Farm, and TNS Aftab.

As a marketing and business development professional deputed to the task of marketing and recruitment, I have had accountability for the design, implementation, and execution of projects and generating revenues through new and running business ventures. I have therefore developed a solid reputation for successfully and profitably managing numerous concurrent ventures through all project phases from conception through completion within targeted cost, schedule, and compliance parameters. Sustaining a high safety performance reputation, maintaining quality standards, and minimizing corporate costs and liability have been a consistent result of my professional commitment.

I am an analytical, insightful, and highly-disciplined problem solver with a demonstrated ability to identify and secure project resources, and provide the quality leadership that invokes committed professional participation from all stakeholders. Because I excel at building mutually respectful relationships, I have developed and sustained exceptional networks and have earned the respect of a wide variety of clients, colleagues, senior managers, and team mates. Maintaining meticulous attention to detail, inspiring team accomplishment, and delivering quality, on-time project execution are areas in which I excel.

Some of the qualities and credentials I have to offer are:

* 4 -5 year marketing management, business development and team-leadership history
* Team-focused leader and motivator
* Creative and proactive troubleshooter and problem solver
* Interpersonally-skilled coordinator and liaison

I feel confident that I can bring an excellent backdrop of professional experience to your organization and welcome the opportunity to speak with you personally to explore ways in which I can make a substantial contribution to your project management initiatives. My resume is included for your review and I look forward to hearing from you at your earliest convenience.

Sincerely,

**Muneeba**

[**Muneeba.333571@2freemail.com**](mailto:Muneeba.333571@2freemail.com)

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### | Marketing and Corporate Communications| Business Development|

### | Product and Services Marketing |Project Management | Brand Development |

A highly motivated, confident business development professional with exceptional multi-tasking and organizational skills. Possessing a diverse work experience and ability to quickly understand the mission, vision and values of an organization.

• Recognized as an innovative strategic thinker, sharp analyst, and exceptional communicator and influencer.

• Adept at serving multiple stakeholders and navigating complex organizations with aplomb and diplomacy.

• Demonstrated success in identifying and leveraging business development and partnership opportunities.

• Deep experience leading change, and building and motivating high-performing teams and alliances.

Looking for a new and challenging managerial position, one which will make best use of my existing skills and experience and also further my personal and professional development.

**HIGHLIGHTED CAREER ACHIEVEMENTS**

* Being the team lead of the brand development team at a green field company (Franco’s Farm) and creating a new brand successfully launching it across Karachi.
* Effectively designed and managed the marketing communications strategy for Admissions campaign of the AMANTECH and successfully generating 10,000 applications resulting in more than 4000 students in a year and a half.

**PROFESSIONAL EXPERIENCE**

**AMAN Tech - The AMAN Foundation 2014 – To Date**

***Manager – Marketing Communications & Strategy***

* Prepared and implemented the annual marketing plan and budget to ensure alignment of the marketing activities with the objectives (lead generation, brand awareness and student retention)
* Developed and implemented the marketing and brand development strategy for AMAN Tech using a two pronged approach focusing more on BTL activities and tools initially followed by strong communication through ATL activities that resulted in the generation of 12,000 student applications and more than 4,500 admissions
* Supported business development roadshows and local advertisement campaigns to ensure maximum brand awareness and lead generation among the youth of Pakistan in general and Karachi specifically
* Researched media and publication influencers, measured influencer reach, analyzed readership and circulation data so as to improve communication strategy and student outreach
* Engaged with the prospective students at several platforms ranging from their schools and colleges to organizing Mohalla cricket tournaments so as to increase the visibility of AMANTECH as a brand saving the organization PKR 3 Million in advertising
* Managed a team of up to 25 resources, along with additional vendors and contractors, to operate and maintain the student relations department at AMAN Tech also conducted training needs assessment of existing staff and developed and implemented individual development plans as a result
* Drove communications on project proposals, survey design and budget allocation across internal teams, and for all donor related initiatives and grant
* Acted as "front door" for all new initiatives requiring research support. Overall project management responsibility for projects across AMAN Tech and created analytical reports and presentations, presented findings, and provided post hoc analytical consultation to donors, grantees and Senior Management.

**TNS – Aftab 2013 –2014**

***Deputy Manager- Qualitative Research***

**Clients Serviced:** Unilever, Servis Shoes Pakistan, Silk Bank, Caltex (Chevron), Leo Burnett, ZONG, Mobilink, Warid, Habitt, Green Star, Bank Alfalah, Reckitt Benckiser, TNS Global, Pepsi Co etc.

* Structured and managed market research library, a central repository for all completed research; resulted in improved productivity and reduced costs
* Drove communications on project proposals, survey design and budget allocation across internal teams, customers and vendors facilitating on-time delivery and 100% customer satisfaction
* Spear Headed overall project management for all projects across the South region and created analytical reports and presentations, presented findings, and provided post hoc analytical consultation to clients and Managed the coordination, analysis, and presentation of research initiatives for focus groups, phone and internet studies and convention surveys
* Headed a team of 4 to organize a training session conducted by one of the leading market researcher Michael Roe on “Building Brands Through Understanding Marketing Research in Action”
* Fabricated a detailed project plan to monitor and track progress and ensure timely execution of any new or running project/research making the overall system 10 times more efficient

**Franco’s Farm Pakistan 2013**

***Project Manager- Brand Development, Management & Marketing***

* Designed and directed the marketing efforts to establish Grandpa Franco’s range of breakfast cereals by formulating the launch plan of Grandpa Franco’s Cereal Range and engaged vendors who would help launch the brand successfully creating a positive lasting impression of the product in the minds of consumers
* Guided the team of Franco’s from new product concept process to the final brand positioning and target consumer for a successful first-to-market new product launch
* Supervised brand content, managed access to brand assets and helped develop brand standards and usage guidelines
* Implemented a top-down approach to driving sustainability/market development activities to ascertain stake-holder involvement and drive seamless operations by developing and delivering business sales & growth within pre-defined budgets and undertaking market visits to ensure proper placement of the product and appropriate management of kiosks during a brand activation drive
* Developed KPIs and SOPs to ensure clarity, define roles & responsibilities to ensure effective brand management by the team that was to take charge after the development phase

**Four Corners Group, Pakistan 2012 – 2013**

***Research Consultant***

**Clients Serviced:** Unilever, Philip Morris Pakistan, Nestle, Unilever, Engro Foods, AMAN Foundation, Ufone, Pepsi Co Snacks Pakistan.

* Supported CEO and developed long-term relationships with clients while managing market reports for local partners
* Administered all aspects of client communication strategies including lead generation, follow-up and nurture
* Designed and launched nationwide customer follow up program increasing overall client satisfaction and presented research knowledge to clients and staff on current and developing market trends for fast moving consumer goods
* Effectively communicated project scope, schedule, and budget with clients, created analytical reports and presentations, presented findings, and provided post hoc analytical consultation to clients
* Ensured that all projects are delivered on-time, within scope and within budget
* Proactively identified issues and suggest solutions on how to make projects run more smoothly to the senior management

**IQRA University**

***Permanent Faculty Member – Lecturer Marketing and Social Sciences Discipline* 2009 – 2013**

* Taught at undergraduate and graduate level in areas allocated by the Head of Department namely Principles of Marketing, Marketing management, Principles of Management, Marketing Research, Consumer Behavior, Sociology and Psychology
* Reviewed their curricula from time to time and ensured that it is in line with the national curricula and also meets the international standards
* Assisted in the development of learning materials, preparing schemes of work and maintaining records to monitor student progress, achievement and attendance
* Participated in the development, administration and marking of exams and other assessments
* Supervised the supervision of undergraduate students, taught graduate (Masters) or research graduate (Masters) students
* Engaged with the prospective students as much as possible and increase the visibility of IQRA University as a brand
* Liaised with companies and placed students of IQRA University at various organization for internships and apprenticeship programs

**SZABIST**

***Visiting Faculty Member – Lecturer Marketing and Social Sciences Discipline* 2007 – 2009**

* Taught at undergraduate and graduate level in areas allocated by the Head of Department namely Principles of Marketing, Marketing management, Principles of Management, Marketing Research, Consumer Behavior, Sociology and Psychology
* Developed partnerships with local businesses to provide mentoring, job shadowing and employment opportunities for students
* Reviewed their curricula from time to time and ensured that it is in line with the national curricula and also meets the international standards
* Communication skills demonstrated through the design of classroom presentations and lectures, creation of detailed written lesson plans & student evaluations, and the ability to establish and maintain professional relationships
* Participated in the development, administration and marking of exams and other assessments
* Supervised the supervision of undergraduate students, taught graduate (Masters) or research graduate (Masters) students

**EDUCATION**

* **MS/ MPhil (Social Science & Economics) SZABIST 2009**
* **MBA (Brand & Marketing Management) SZABIST 2006**
* **BBA (International Marketing) SZABIST 2005**

**TRAINING PROGRAM DELIVERY**

* Conducted training for The Management Services Wing Government of Sindh on ***“The Concept of Marketing within the Context of Public and Government Sector”***, ***“Entrepreneurship”*** and ***“Customer Relations and Networking”*** from **2009 – 2010**
* Conducted training for The Institute of Bankers’ Pakistan on **“Advertising in the Digital Age”**, **“How to Make a Consumer Buy Your Product”**, **“Marketing Strategies of Tomorrow for the Banking Sector in Pakistan”** and **“Marketing of Micro Finance Services”** from **2007 -2009**

### CORE COMPETENCIES

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| --- | --- | --- |
| **Marketing and Sales** | **Business Development** | **Personal Attributes** |
| Marketing Strategy  New Business Generation  Costing and Budgeting | Client Management/Stakeholder Engagement  Research, Analysis and Project Tracking | Approachable  Planning and Conceptualizing  Overcoming Boundaries |