**Sultan**

**M.Sc. Communication Studies**

**(Public Relations & Advertising)**

Sultan.353393@2freemail.com

**Career objective**

To excel in my career and reach the highest echelons in an organization through my dedication, result-oriented approach and persevering attitude.

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| --- | --- | --- |
| **Employment Record:** | **Nov 2015 – Dec 2016** |  |
| **HG Markets (Pvt) Limited** |  |

*Business Agent*

**Responsibilities not limited to:**

-To keep in the contacts with consumer for the welfare and profits of them.

-Handling incoming / outgoing calls, correspondence and filing.

-Ensures all aspects of the client interaction is fruitful and profitable.

-Uses consumer data to develop marketing strategies from analysis of consumer behaviors and characteristics.

-Add value to a client's portfolio by analyzing and evaluating data to make sound marketing suggestions.

-Provides support, management and advice to the team of account handlers.

-Identifies the type of information needed for a client's project and sources it, taking into account market trends.

**Internship Record:**

**British Education Consultants** **Jul 2015 – Oct 2015**

*Marketing & Advertising Agent*

**Responsibilities include:**

-Role involved in many aspects of the marketing process, including planning, advertising, PR, product development, distribution and research.

**Message Communications** **May 2015 - Jun 2015**

*Public Relation & Marketing Officer*

**Responsibilities include:**

-Planning, developing and implementing PR strategies.

-Liaising with, and answering enquiries from media, individuals and other organizations, often via telephone and emails.

-Researching, writing and distributing press releases to targeted media.

-Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmers.

-Organizing events including press conferences, exhibitions, open days and press tours.

**Final Year Projects:**

* Case study on Strategic Communication of ISPR after APSACS Terrorist Attack
* PR campaign on Walled city of Lahore authority
* Ad on online study website



**Academic qualification**

**M.Sc. in Communication Studies (Public Relations & Advertising)** *2013 – 2015**University of the Punjab Pakistan*

**Areas of expertise**

Public Relations

Advertising

Media Planning
Broadcast Media
Development Communication
Marketing Techniques

Event Planning and Coordination

**Personal attributes**

**-Ability** to gain results through others

**-Having** the necessary drive and enthusiasmrequired for a tough competitive industry

**-Team** leader capable of motivating staff

**-Strong** communication and relationshipbuilding skills

**-Track** record of meeting targets and surpassing expectations

**-Articulate** and well-presented

**Computer Skills**

MS (Word, Excel, Power Point)

Adobe Photoshop

Browsing, Surfing

**References**

Can be furnished up on request

**Personal**

Nationality: Pakistan

Date of birth: Aug 24, 1994

Languages: English, Urdu

Visit Visa (Expire Date: 26 April 2017)