**Professional Summary**

Over 9 years of professional experience in diverse environments, with over 7 years of Project Management & Control for Telecommunications and Broadcast Media.

**Professional Experience**

Project Manager

Classic Broadcasting (Pvt) Ltd | Islamabad, Pakistan

June 2013 to Present

* Leading operations for two entertainment tv channels i.e. Afghan TV & Oxygene TV
* Assuming complete ownership of the Project Management Office at Classic Broadcasting
* Leading cross-functional teams to deliver a range of digital and broadcast media projects within time & budget
* Led the establishment of new Live News Broadcasting and Production facilities for TIMA (The International Media Associates) and Associated Press in Islamabad
* Leading news production and broadcast operations for Associated Press and TIMA
* Led field production activities (SNG Operations) for live reporting of critical breaking news for Associated Press and their client channels (Sharjah TV, Kuwait TV, Al Mayadeen, Al Ghadd, CCTV China & USA etc.)
* Managing all client facing activities, ensuring strong relationships & consistent business activity
* Ensuring smooth project execution & delivery with the aid of Project Management tools i.e. MS Project
* Defining project scope, KPIs, timelines and employing best practices to streamline all activities
* Maintaining international strategic partnerships for exclusive representation of “Intersputnik”, “NewTR”, “Streamwide” & “Romantis” in Pakistan
* Led the Setup of “Coke Studio TV”, a temporary satellite TV Channel for Coca Cola - Sept to Nov 2015
* Provided consultancy for a number of projects including, the recent DTH rollout strategies and the Digitization of Cable Head-ends across Pakistan

Manager Operations

Malbus (Pvt) Ltd | Islamabad, Pakistan

July 2012 to May 2013

* Played a vital role in the establishment of business, which included a production unit and multiple retail channels
* Designed and implemented retail & inventory management SOPs for 3 franchises and 2 company owned retail outlets
* Designed finance policies and procedures in line with IFRS and best practices
* Launched retail operations within 3 months of creating the business plan and commencing production
* Lead material and services procurement from across the industry
* Created brand awareness and pre-launch hype by designing a creative marketing campaign
* Placed the brand at the centre of the consumer markets in major cities of Pakistan
* Exceeded sales target by 13% in the first quarter of business

Logistics Specialist | Invoicing Specialist | Management Trainee

Alcatel-Lucent Pakistan Ltd | Islamabad, Pakistan

February 2008 to July 2012

I have been engaged in multiple roles at Alcatel-Lucent over a period of 4 ½ years. Below are some key achievements credited to me:

* Invoiced over $1 Billion in running and delivered Projects
* Executed project initiation worth more than $200 Million
* Conducted effective vendor management & Project based Purchase Order Issuance
* Partnered with Project Mangers to ensure smooth project roll-out & delivery
* Optimized order-booking, Delivery and Invoicing processes to enhance revenue recognition
* Streamlined project procurement & logistic procedures
* Concluded the pending implementation of the sales module in SAP Business One and redesigned Sales Orders
* Managed project based PO releases
* Reconciled old receivables and un-invoiced items, cleaning up the financial books of the company
* Reduced delivery lead-time by 15%

Customer Sales Representative

Axiom (Pvt) Ltd | Islamabad, Pakistan

June 2007 to December 2007

* Worked as customer sales representative for outsourced financial services for customers in UK
* Named team leader and I achieved the highest sales figures twice in a row.

Volunteer

United Pakistan (NGO) | Islamabad & Mansehra, Pakistan

October 2005 to April 2006

* Part of a team of young volunteers who successfully managed a relief camp accommodating over 400 families displaced by a disastrous earthquake in October 2005 in northern Pakistan

**Education & Trainings**

* B.A Humanities (Major - Journalism & Philosophy), August 2010  
  University of The Punjab - Lahore, Pakistan
* ACCA - In Process   
  Association of Charter Certified Accountants UK
* PMP – Project Management Professional Training (35 PDUs) by PMI Islamabad Chapter
* Employer sponsored training for End Users of SAP Business One by Abacus Consulting
* On job trainings include Advanced Excel & Effective Project Financial Management Trainings

**Technical Skills**

* Project Management & Account Management Skills
* Strong knowledge of Broadcast Systems & Workflows
* SAP & other ERP systems in addition to MS Office (Excel, Power point, Visio & Word)
* Data Manipulation, Numeric Analysis, Reporting, Process evaluation & optimization skills
* Strong Team Management Skills
* Excellent writing & Communication Skills
* Brand, Media Management, News & Video Production
* Diverse exposure in Broadcast Media, Digital Media, Telecommunications & Retail

**Languages**

* English: Complete Business & Conversational Fluency
* Urdu: Native