# Rubina

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**Profile:**

Qualified, result oriented Research & Marketing professional with proven record of accomplishment of generating and executing innovative ideas to increase market shares. In 15+ years of diverse experience, managed several local and global projects pertaining to quantitative (including Retail Audit) and qualitative research, where worked on different types (branded tools as well as unbranded in depth statistical analyses) of studies and gained operational excellence of sampling, questionnaire design and insights generation. Other than research, communication development, campaign executions, HR functioning and strategic alliances securing bottom line are other feathers in my hat. Tendency to thrive in dynamic and fluid environments while remaining pragmatic and focused is the essence, which helped in managing multifaceted clients, teams and projects.

**Skills & Competencies:**

* Strong conceptual, analytical, organizational & interpersonal skills
* Team Building, Leadership, Negotiation & Creative Problem Solving
* Hardworking, adaptable, friendly, goal-oriented, evangelistic
* Ability to work in mentally demanding environments
* In-depth knowledge of Customized & Retail Research methods
* Operational excellence of Sampling exercises
* Project Management
* Strategic Planning& Management Consulting
* Marketing & Business Development
* Customer Service
* Computer Savvy
* Handle & Motivate cross functional & cross cultural teams

**Work Experience:**

***January’14 – to date (Freelance Marketing, Insights and Research Expert, UAE)***

Utilizing diverse experience in managing local and international assignments of different magnitude, along with being a business consultant involved in strategic decisions to enable actionable insights. This partnership is working for any stage of a project (proposal, questionnaire design, analysis, report, moderation) or for complete project management or Marketing Assignment.

***October’11 – August’13* Ipsos (Head of Project Management Unit, MENAP)**

Ipsos is a Global leader in survey-based market research, focused on five areas of specialty –advertising, marketing, public opinion, loyalty and media.

As regional role performer and local lead, responsible for client servicing, project planning, insight generation to address strategic business issues, team and business development to achieve the ambitious growth plans ofIpsos.

* Leading Project Management Unit to execute and manage large workloads across nationalities with overhead recovery and net profitability targets
* Handling global clients and assignments of ASI and Marketing specialization pertaining to Middle East region
* Juggling multiple projects in a deadline driven environment with input to client strategy
* Ownership of long-standing rewarding relationships with local clients and done special business consulting assignments
* New business and team development of nominated personnel
* Overseeing advanced analytics needs of clients to ensure top quality outputs, on time and on budget
* Providing strategic leadership to local team for translating findings into actionable insights both for consumer and retail projects
* Implementing principles of management, leadership, conflict resolution, negotiation, and motivation to integrate teams

***June’07 – September’11* MEMRB Pakistan (Sr. Manager)**

MEMRB has started its operations in August 2006 in Pakistan, which is a full-service marketing research agency.

Worked as a senior member of the team for new initiatives and team development with overall responsibility of developing research business

* Undertaking new initiatives and team development with overall responsibility of developing research business
* Leading and managing cross functional teams for accomplishment of progressive objectives of MEMRB
* Management of different research projects across Pakistan through Client Sales & Service (CSS) teams
* Hiring and training of teams as well as defining and preparing job descriptions & compensation plans
* Frequent client meetings with various companies to assess their needs and requirements and to translate marketing challenges into marketing research objectives
* Dissemination of corporate information including evaluation and improvement of marketing material
* Management of revenue & profitability through identification of new revenue streams for the company
* Design and implementation of new strategies for improved & error free processes

***Dec’06 – June’07* Multimedia Marketing Company (Marketing Consultant)**

MMC is an advertising company, which is providing professional and tailor made programs in the field of outdoor advertising and event management.

Being Marketing Head & Consultant mentored team members to manage projects which include developing the communication strategy, overseeing PR and Marketing, evaluating current initiatives, identifying new opportunities through liaising with partners

* Designing and implementing strategies, based on market norms &business needs for the entire company
* Analyze business performance on a continuous basis for inputs to corporate and departmental strategies
* Implementation of internal and external marketing and communication programs geared toward increasing brand recognition and awareness
* Conceptualize, manage and plan events like; Exhibitions, Road Shows, Conferences, Trade Shows, Marathon
* Strategically grow and foster healthy relationships with key client stakeholders
* Communicate and up sell the appropriate methods to meet requirements & objectives of clients and on complex projects, act as an ongoing resource, if needed
* Explore new business opportunities for MMC and originate deals for other areas of business such as Cable Network Operators venture

***Dec’06 – Sept’07* Institute of Management Science (Visiting Faculty)**

IMS (Pak Aims) is one of the prestigious business schools in Lahore, which was established in 1986. Rigorous academic programs, quality of education and congenial environment make IMS an ideal choice for professional education in the country.

Member of visiting faculty to impart and facilitate learning of professionals and post graduate regular students by delivering educational courses and programs in accordance with institutional requirements.

* Developed course syllabi and lesson plans along with fairness in the preparation and grading of exams to provide timely feedback to students.
* Used appropriate technological options for online technologies and course-related software.
* Provided orientation to students with respect to practical approach of marketing & research and its execution
* Provided advice and counsel to students regarding education, career issues and related activities

***Sept’05 – Nov’06* Virtual University of Pakistan (Marketing Manager)**

VU (established on March 23, 2002) is an important project of Government of Pakistan to promote higher education at affordable cost. Using satellite television broadcasts and Internet, the VU allows students to benefit from its programs without their physical presence.

Head of Marketing Department reporting to Rector and Managing Director with main task to develop and manage marketing department and its activities to promote VU so that more students can get the benefit of quality education.

* Strategic planning for promotion of Virtual University and its programs
* Devised marketing strategies to meet organizational objectives
* Annual Business Planning and periodical reviews to assess Organizational Performance
* Oversee all marketing, advertising and promotional staff& media agencies to enhance the corporate image
* Responsible for event management, public relations, business communication (web and press releases &announcements) and marketing research
* Programming, script writing & promos development for Virtual Television Network
* Design & development of policies for student affairs.
* Managing campuses across Pakistan for advertisement campaign.

***May’00 – Sept’05*  Nielsen Pakistan (Deputy Manager- Customized Research)**

ACN is a multinational company of marketing research, which is a largest global provider of marketing information.

Regional head of FMCG portfolio (Customized Research) with the main responsibility of strategic analysis of corporate business lines to identify new synergistic business opportunities.

* Business development to accomplish the revenue targets.
* Initiate, develop and retain client relationships, whilst contributing actively to both individual goals and the business development goals of the unit.
* Conceptualizing and leading research projects including coordination of all activities and functions of Marketing Research from proposal development to analysis and recommendations based on survey findings.
* Personally involved in client solicitation, presentation, closings and account management and development.
* Had the exposure of working with various prestigious clients on different researches pertaining to diverse sectors.
* Oversee the team on all their marketing & MR activities and provide guidance on client/product suitability issues.
* Recommend appropriate policies regarding pricing, promotion, product, market evaluations& marketing plans.

**Trainings Imparted: Trainings Received:**

* Basic Marketing Research Knowledge Enhancement Session for Telenor
* In-house training of executives in the areas of:
  + Research Design
  + Questionnaire design
  + Analysis Plan
  + Tab specs
  + Budgeting
* Brand Management Workshop.
* “The Power to Unleash foresights! The SPSS Toolkit” for data driven decision making
* “Effective Use of Qualitative Research in Market Planning & Brand Development”

**Qualifications:**

* 1. **Master of Public Administration (Marketing),**

Punjab University, Lahore, Pakistan

* 1. **Bachelor of Science (Math, Stat, Economics),**

Kinnaird College, Lahore, Pakistan.

**Professional Achievements:**

* Art award for consistently demonstrating core values in pursuit of core vision and purpose.
* Arthur C. Nielsen Team Award for significant continuous performance
* Establishment of Project Management Unit in the world of Ipsos Global

**Honors & Awards:**

* Certificate of appreciation for participation in a major Statistical Project that culminated in Statistical Teachers’ Educational Program#10 (STEP10) conducted by Kinnaird College.
* Second best firer in Women Guard (National Cadet) Course held at Kinnaird College
* Secured 3rd position in poetry competition held at Jang Cultural Complex.
* Second position in food festival organized by Shezan Foods and Jang Group.