**Farrukh**

**MBA** (MKT)**, BBA** (MKT)

**E-Mail:** **Farrukh.373841@2freemail.com**

|  |
| --- |
| **Personal Summary** |

I am a confident, honest and hardworking individual with extensive knowledge of marketing strategies. Having almost of 2 years of professional experience in the field of planning and executing marketing campaigns and know how to develop and maintain good relationships with existing and new clients. A quick learner who can absorb new ideas and can communicate clearly and effectively with work colleagues, clients and senior managers.

Now looking for a suitable marketing position to significantly contribute to the marketing department of an ambitious company that offers genuine opportunities for progression.

|  |
| --- |
| **Professional Experiences** |

1. **Punjab College Of Commerce Daska, District Sialkot, Pakistan**

February 2014 – August 2015

**Position: Assistant Marketing and Admission Officer**

**Responsibilities:**

* + Support college in the implementation of its marketing campaigns.
	+ Organizing all annual college events and informative exhibitions campaigns in all over district schools.
	+ Guest handling in all college functions and major events.
* Proof reading for all marketing material, both print and online.
* Ensuring effective execution of advertisements.
	+ Responsible for maintaining and updating the college’s website and social media.
	+ Coordinating telemarketing activity.
	+ Managing and maintaining applicant data information within college system.
	+ Assisting in organizing promotional events in and out of college territory.
	+ Liaising on weekly basis with clients and suppliers.
	+ Booking advertisement space with local newspapers.
	+ Involved in producing and publishing online marketing material.

1. **GIFT University, Gujranwala, Pakistan**

July 2012 – October 2012

**Position: Marketing Internee**

**Responsibilities:**

* + Responsible for providing excellent customer service while dealing admission inquiries.
	+ Outdoor marketing and promotional activities (Bill boards, digital media advertisement, print media and distribution of promotional material)
	+ Ensuring effective execution of advertisements.
	+ Assist Executive Manager in scholarship and financial assistance department
	+ Manage new applicant’s record on system and in files.

|  |
| --- |
| **Educational Profile** |

**National University Of Computer & Emerging Sciences (Fast-Nu), Lahore**

 **Post-Graduation (M.B.A. (Marketing))**

* Aug 2015- Dec 2016

**Gift University, Gujranwala**

 **Under-Graduation (B.B.A. (Hons) (Marketing))**

* Oct 2009 – Dec 2013

|  |
| --- |
| **Major Academic Projects Undertaken** |

**During Post-Graduation**

**Project Title: 3G Service Quality of Mobilink**

**Description:** Customer Perception, Network Coverage, Service Blue Print, Service Marketing Triangle and Mobilink H.R. Strategies for Delivering Service Quality through People.

**Project Title: Kentucky Fried Chicken (KFC) Social Media Campaigns Content Analysis**

**Description:** Theme, Display, Social Media Location, Promotions, Execution, Public Response and Content Analysis.

**Project Title: Eco-Friendly Paper Products**

**Description:** The business idea is to introduce the eco paper products which include paper cups, boxes and plates. Idea includes Design, Production, Promote and selling into the market.

**During Under-Graduation**

**Project Title: Analysis of Retailing Strategies of Hyper-Star (Carrefour), Lahore**

**Description:** Merchandising, Display, Location, Promotion and Location Strategies

**Project Title: Pepsi Marketing and Advertisement Analysis**

**Description:** Analysis the time to time Pepsi marketing & advertisement theme change from 1996 to 2012.

**Project Title: Marketing Plan for Re-launching The Vespa Scoter**

**Description:** Analyze reasons of failure, promotional plan, target market, positioning, customer buying behavior, competitor analysis etc.

**Project Title: Measuring Perceive Service Quality at Hyper and Super Markets Retail Stores in Lahore, Pakistan**

**Description:** Study on identification of factors that influence the customers to shop from these two different stores, despite of almost similar offerings.

|  |
| --- |
| **Professional Skills** |

**Communication Skills**

* Excellent negotiation skills
* Confident
* Excellent written and verbal communication skills
* Empathic listener and persuasive speaker
* Writing creative or factual
* Speaking in public, to groups, or via electronic media

**Problem Solving Skills**

* Finding middle ground
* Follow through
* Identifying the Interests of all Parties
* Developing treatment plans
* Interpreting Data to Determine the Scope of Problems
* Implementing Solution

**Teamwork Skills**

* Clearly communicate ideas with the group/team
* Dependable
* Flexible
* Group decision making
* Patience
* Supportive
* Sharing credit
* Team player

**Organizational Skills**

* Attention to detail
* Conflict resolution
* Documentation
* Office management
* Coordinating and executing events
* Multitasking

**Management Skills**

* Coordinative
* Goal-oriented
* Obstacle removal
* Professionalism
* Strategic Thinking
* Visionary

**Computer Skills**

* Command on Microsoft Office
* Command on SPSS
* Intermediary knowledge of COREL DRAW and Adobe Photoshop

|  |
| --- |
| **Personal Skills** |

* Positive attitude
* Dependable
* Proactive
* Versatile
* Excellent sense of humor
* Pressure handling

|  |
| --- |
| **Certificates/Achievement** |

* Organizer Stage Management Committee at GIFT UNIVERSITY CONVOCATION 2012

|  |
| --- |
| **Languages Proficiency** |

|  |  |  |  |
| --- | --- | --- | --- |
| Languages | Speaking | Listening | Writing |
| English | Excellent | Excellent | Excellent |
| Urdu | Excellent | Excellent | Excellent |
| Hindi | Excellent | Excellent | Basic |

|  |
| --- |
| **Personal Information** |
| Date Of Birth: 09th December, 1991 Nationality: PakistanMarital Status: Single Current Location: Dubai |