**YOUSAF**

June 25, 1996

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Al Qasmia, Sharjah, UAE.

**OBJECTIVE**

To work for an organization in which I can make the right use of my potential quality skills to achieve meaningful success for myself and the organization. Confident, Professional, Consistent and Cooperative attitude for shared growth and development. Dedicated, determined and enthusiastic, utilizing complete strength and learning abilities for desired goals. I have an urge to explore and experience by challenging my own self towards setting new benchmarks of achievement.

**PROFESSIONAL EXPERIENCE**

* **DEC 2015 (Present) - JAHANARA (INSAF TEXTILES/ HILAL DYES GROUP)**

**Asst. Manager Marketing**

* 360 Degrees Marketing
* Newretail brand concept development
* Brand Development from scratch
* Detailed Product and Market research
* Communicating with internal and external parties
* Everyday tasks and work management
* Updating and keeping up with set timeline
* Marketing Strategy development
* Creative ideas and brainstorming
* Brand logo, design and Campaign direction
* Product and campaign concept and execution
* Pre and post brand launch
* Budget utilization strategy
* Competitive review and actions
* Understanding and execution of various platforms/mediums of marketing
* Retail marketing
* Strong focus on Packaging, Print, Visual Merchandising (Retail Experience), Branding, Digital Media and Personalized PR
* Event Management and PR Public launch events
* Organized, Collective and Consistent movement towards set goals and guidelines by the Head of Marketing.
* **June 2015 - 9MARK COMMUNICATIONS**

**Account (Client Services) Executive**

* In direct communication with clients
* Planning and scheduling tasks and timelines
* Client specific campaigns from concept development to execution
* Shoot coordination (talent, photographer, location, makeup, props/setup)
* Reported the Sr. Account Manager
* **JULY 2014 – CARAVELL**

**Marketing Intern**

* Complete Market research and competitive analysis
* Made marketing plan
* Rebranding the entire company
* In coordination with design team developed new company logo, profile and website
* Worked on new marketing and sales strategies like packaging and promotional ideas
* Worked in direct coordination and guidance of the Marketing Director
* **2011 - WARID (MASTER FRANCHISE)**

**General Intern**

* Studying and cross checking daily sales
* Reviewing Counter operations
* Communicating with walk-in customers
* Learned management skills and self confidence

**ACADEMIC QUALIFICATION**

***University of Central Punjab* (UCP) 2014-2017 (till Sem-6)**

Bachelor in Business Administration (BBA)

Major: Marketing and Media

***Punjab College of Commerce* (PCC) 2012-2014**

Inter-mediate in Commerce

**PROJECTS, HONOURS & CO-CIRRICULARS**

* Senior year thesis on a detailed study of“Effect of packaging aesthetics on taste and purchase”.
* Short story on video production.
* Brand revamp campaign for Mitchells Topmilk chocolate (TVC and radio commercial).
* Wrote a book based on short stories for Creative Writing course.
* Evaluated Caravell Pakistan’s Supply chain network as a part of supply chain management course.
* Senior executive media society LGS.
* Documentary making workshop with john Moore.
* Second place in movie making competition (LUMS Olympiad)
* Vice-president exchange program – 2014 at AIESEC ([www.aieseclahore.pk](http://www.aieseclahore.pk), [www.aiesec.org](http://www.aiesec.org)).
* Senior year SME project (Relative Event management and execution of the business)
* Part of UCP Marketing and Entrepreneur Societies.

**SKILLS & INTERESTS**

* Fluent in English and Urdu, Excellent reading and writing skills
* Strong communication skills (presentation and motivational skills)
* MS office suite, Expert in Internet applications and technicalities
* Horse riding and Athletics
* Online Gaming, Electronics and the world of Technology
* Intellectual sessions and idea generation
* Travelling, Socializing, Singing and Music