|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **MAQSOOM****Email:** **maqsoom.383257@2freemail.com** |  |
| **Professional Aim** |  |  |
|  | Aiming to work in a highly competitive environment where I can utilize my talents and professional knowledge into a well-oriented career and with professional attitude help excel my organization. With the motivation, leadership and honesty, and with the slogan of “I Can I Will”. I want to be a Tool of change and progress. |
| **Education** |  |
| **degrees** | **board/university** | **year OF PASSING** | **CGPA & percentage** | **Majors** |
| EMBA | PIMSAT Islamabad |  2008 | 4.0  | Marketing |
| M S | PIMSAT Islamabad | 2005 | 3.0 | Computer Sciences |
| B S | PIMSAT Islamabad | 2003 | 2.9 | Computer Sciences |
| H.S.C. | BISE Rawalpindi | 2001 | 2nd | Science |
| S.S.C | BISE Mirpur AJK.. | 1999 | 1st | Science |
|  |  |  |  |
| **EMPLOYERS** |  | **Land Rover Sigma Motors Ltd** **From April 2004 to March 2018** |
| **CARRER SUMMARY** |  | * More than 13 years of work experience in various field of Land Rover Pakistan.
* Experienced in planning marketing campaigns, getting collaterals developed and promoting the products and services through online and print media.
* Experienced in dealing with Ad Agencies.
* Experienced in handling national and international exhibitions & organizing events.
* Good experience of Search Engine Optimization.
* Manage the filing, storage and security of documents Respond to inquiries
* Manage the repair and maintenance of computer and office equipment.
* Maintain insurance coverage’s.
* Supervise customer services and respond to customer inquiries
* Good analytical and communication skills.
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| **HUMAN RESOURCE DEPARTMENT** |  | **From 1st Mar, 2014 to 28 Feb, 2018**Reporting to Mr. IjasWaris. Manager Human Resource |
|  | * Anticipating talent needs and addressing them through proactive and effective recruiting.
* Carrying out staff performance reviews.
* Training, developing and evaluating employees.
* Overseeing the daily human resources aspects of the company.
* Writing up job descriptions.
* Evaluating the results of HR initiatives.
* Staff file management interviewing job applicants.
* Organizing training workshops.
* Interpreting HR policies and procedures.
* Identifying staff training needs.
* Updating employee administrative records.
* Looking after the welfare of employees.
* Investigating employee allegations and grievances.
* Retaining talented employees.
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| **FINANCE DEPARTMENT** |  |  | **From 1st Sept, 2013 to 28 Feb, 2014.** Reporting to Mr. Abdul Qudoos Butt. Manager Finance |
|  |  | * Preparing General Ledger Accounts
* Updating and Ensuring Sale Invoices, Purchase Invoices and Collection from Customers
* Ensuring Trade Receivables are Properly Updated and Recorded
* Payments and Adjustments of Petty Cash Expenses
* Prepare monthly expenses report.
* Prepare monthly Budget and subsequent comparisons.
* Maintain daily cash inflow & out flow.
* Maintain daily cash book.
* Maintain petty cash book.
* Preparing Voucher
* Ledger Updating
* All banking operation (cash deposit & with drawl).
* Daily bank reconciliation.
* Maintain customer relationship.
 |
| **MARKETING DEPARTMENT** |  |  | **From 1st April, 2007 to 31 August, 2013.** Reporting to M. Afzal Rana. General Manager Admin & Marketing |
|  |  | * Communicating with target audiences and managing customer relationships.
* Determining marketing objectives and preparing annual budgets.
* Media Planning as per the budget.
* Developing marketing reports to be presented at the meeting of top management.
* Maintaining and updating customer databases;
* Engage consumer on social media
* Monitoring competitor activity;
* Dealing with print, online and television media.
* Writing Reports and monitoring performance.
* Ensuring successful participation in national and international tradeshows, exhibitions & organizing other events like conferences, seminars etc.
* Managing the team of marketing executives.
* Developing training programs for the people in marketing team.
* Supporting the marketing manager and other colleagues.
* Analyzing and investigating price, demand and competition
* Over all responsibility of running various marketing campaigns – like getting newsletters, e-mail blasts sent to the customers.
* Supported manager in performing management functions such as staffing, training and expanding business plans.
* Investigated and resolved customers issues and complaints regarding operational matters – Handled all queries and client feedback in a professional manner.
* Participation in Tenders Private / Govt Organizations.
* Making Invoices
* ITP/Excise verification.
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| **ADMINISTRATION DEPARTMENT** |  |  | **From 1st Aug, 2005 to 31 March, 2007.** Reporting to M. Afzal Rana. General Manager Admin & Marketing |
|  |  | * Maintaining an effective administration system.
* Organizing and recording weekly appointments.
* Taking minutes of meetings and transcribing and distributing summaries to all sales managers.
* Ensuring the smooth distribution of mail internally and externally
* Responsible for the maintenance and updating of large employee database
* Ensuring smooth and efficient distribution of internal memos and mail.
* Rapidly responding to and resolving any administrative problems.
* Ordering and maintaining office stationery and equipment.
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| **IT DEPARTMENT** |  |  | **From 1st April, 2004 to 31 July, 2005.** Reporting to Syed Zafar Uddin Ahmed. CEO of the Company |
|  |  | * Over all responsibility of designing, running and promoting the company’s website.
* Email Server and Web server maintenance.
* Manning the IT help desk and providing instant solutions to IT issues
* Keeping up to date with all Microsoft Office operating systems
* Explaining complex IT issues to non-technical employees
* Repairing and upgrading hardware and software and ensuring all computers were fully operational
 |
| **achievements** |  |  | * Participation in OIC Conference in 2003.
* Three Months Diploma in Computer Hardware Technology.
* Participated in Vintage Car Rally in 2014 and 2016.
* Participation in Indus River Crossing Rally 2015
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| **COMPETITIVE SKILLS** |  |  | * Good interpersonal and presentation skills.
* Ability to manage multiple-tasks
* Ability to work under pressure.
* Supervisory Skills
* Stress and Time Management Skills
* Problem Solving Skills and Negotiating Skills
* Solving I.T. based problems
* Ability to mould according to the situation and Task assigned.
* Manage to get the work done using the limited resource to get maximum output.
* Good understanding of the quality standards employed in an organizations.
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| **IT SKILLS** |  | Software:Photoshop, Image Ready, MS Project, Movie Maker, Image Reader, Adobe Flash Player, MS Office (Word, Access, Excel, PowerPoint)Web/Multimedia: Corel Draw, Flash, Fireworks, Search Optimization, Web Server Administration, Content Management Systems |
| **SUMMARY** |  |  |
|  |  | Believe in professional competence and committed to acquire it Through sincere and honest hard work. To use and enhance my theoretical as well as practical knowledge, Especially of administration skills, Commerce, and HRM in order to respond the requirements of my profession and to earn a respectable status in Society, by its application.  |