Zain

Experience: 3 Years

Education: MBA & B.B.A (Hons) in Marketing.

Key Skills: Marketing & Advertising, Social Media Marketing, Creative Content Development,

Professional Photography.

Address: Al-Qouz 1, Dubai, UAE.

Email: zain-394885@2freemail.com

Visa Status: Visit Visa

SUMMARY

A young enthusiastic MBA Marketing professional with 3 years of experience in managing Marketing & Advertising, Social Media Marketing, Paid Advertising, Developing Content and Creative Story Telling. I want be a part of the challenging team which strives for the better growth of the organization and which explores my potential and provides me with the opportunity to enhance my talent with an intention to be an asset to the company.

PROFESSIONAL EXPERIENCE

**Marketing Executive - Pakistan**

(Oct-2016 to Aug-2019)

**A smart formal fashion retail brand for men, operating nationwide & located in 30 main touch points of the country.**

***Responsible for developing & execution of creative strategies for Marketing and Advertising campaigns & PR events of Royal Tag.***

**Duties:**

* Conceived and developed efficient & intuitive marketing strategies.
* Organized and oversee advertising /communication campaigns.
* Assisted in developing Annual Marketing Calendar of the brand.
* Collaborated with managers in preparing budgets and monitoring expenses.
* Responsible for development & procurement of all kind of **Marketing materials**.
* Initiate and control surveys to assess customer requirements and dedication.
* Monitored progress of campaigns using various metrics and submit reports of performance.
* Timely execution of **30 stores campaign** branding with coordination of external vendors.
* Responsible for the maintenance of Brand **“Signages”**.
* Managed & executed marketing strategy for Royal Tag through **Multi-channel Marketing** which resulted **20%** increase in annual sales.
* Planned and executed events from end to end: Including digital marketing campaigns, which resulted **15%** increase in online sales.
* Conducted market research & analysis to evaluate trends, brand awareness & competition ventures.
* Maintained relationships with media vendors and publishers to ensure collaboration in promotional activities.
* Worked closely with customer services department to resolve customers queries.
* Managed and coordinated all kind of **Sponsorship, PR events & fashion shows**, which resulted brand image.
* Developed and executed marketing strategies for Royal Tag’s new store openings. **(Nationwide)**
* Executed weekly **SMS campaigns** own data customers & broadcast SMS campaigns on every launch.



**Social Media Executive - Pakistan** (Oct-2016 to August-2019)

**A smart formal fashion retail brand for men, operating nationwide & located in 30 main touch points of the country.**

***Responsible for developing creative strategies for Social media marketing campaigns & content development for***

***Royal Tag***

**Duties:**

* Managing social media networks **(Facebook, Instagram, YouTube, Snapchat, Twitter.)**
* Creating marketing and social media campaigns and strategies, including budget planning, content idealization, and implementation schedules with **Digital Marketing Team.**
* Constantly develop new ways / ideas to **generate leads & conversions** for the brand using the major social media platforms.
* Build the company’s social media presence with engaging & high-quality content.
* Handled all the customer related queries on Royal Tag’s official social media networks.
* Developed **(Copy)** for every s social media marketing campaign post plans & executed according to set timeline.
* Monitor, analyze, and report the effectiveness of each digital campaign to ensure a high conversion rate for each campaign.
* Developed SEO/SEM Strategies for continuous optimization of website.
* Developed highly engaging content for brand’s social media platform with **My Creative Photography Skills**.
* Reviewed and coordinated with developer for the optimization of **E-commerce website**.
* Managed every product shoot for E-commerce store shoot with **My Creative Photography Skills**.
* Creating **Mood Boards** planning, coordination, and execution of campaign shoot with collaboration of external ad agencies. Managed the campaign shoots for **social media content locally & internationally**. Royal Tag Spring shoot in **Istanbul, Turkey** was one of the best shoots of the season, which provided me exposure of working internationally.
* Getting **“Post Production”** deliverables i.e. (Shoot Images & Video content) from external ad agencies within given timelines.

EDUCATION

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| --- | --- |
| ✓ **M.B.A-(Marketing)** | 2016-2018 |

Institute of Business & Management, (IB&M) UET, Lahore

Key Modules: Marketing & Advertising, Social Media Marketing, E-Commerce, CRM, Sales Management, Visual Merchandising, Brand Management, Customer Services, Printing & Packaging, International Marketing, Logistics.

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| ✓ **B.B.A –(Honors)** | 2012 – 2016 |

Institute of Management Sciences, Lahore (PAK-AIMS)

Key Modules: Marketing & Advertising, Visual Merchandising, Sales Management, Market Research, SWOT, International Business.

TRAININGS & CERTIFICATIONS

|  |  |  |
| --- | --- | --- |
| ✓ | How to promote your Product on social media (LUMS) | 2018 |
| ✓ | Visual Merchandising Workshop (IRS) | 2018 |



Corporate Achievements

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| --- | --- | --- |
| ✓ | Excellent Performance Award (Royal Tag) | 2017 |
| ✓ | Certificate of Appreciation (Royal Tag) | 2017 |



COMPETENCIES & SKILLS

* Microsoft Office (Word, Power Point, Excel)
* Good organizational and management skills, flexible, honest, hardworking and dedicated
* Ability to work well under pressure and as a leader & team player
* Offline & Online marketing strategies
* Creative content development
* Good communication skills
* Leadership
* Professional photography (Fashion & Studio)
* Familiar with Adobe PS & light room cc
* Familiar with Prezi & Canva



AREA Of EXPERTISE

* Multi-Channel Marketing
* Marketing & Advertising
* Social Media Marketing
* Creative Content Development
* Copy Writing
* Professional Photography (Product)
* Planning & Execution
* Marketing Materials Procurement
* Controlling Budgets
* Relationship Building
* Customer Relation Management
* Vendors Dealing



INTERESTS

* Photography (Product & Fashion)
* Cricket
* Newspaper
* Movies & Seasons
* Travelling