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**Overview**

Marketing Graduate with result oriented 11+ years of Marketing, Customer Services, Operations and Brand Management Experience.

**Skills**

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| --- | --- | --- |
| * Marketing Strategies & Campaigns * Customer Services * Atl, Btl & Ttl activities * Public & Media Relations * Time Management | * SME & SEO * Team Leadership * Product Positioning & Branding * Web & Print Content Development | * Market Research * Sales Collateral & Support * Social Media * IT Skills |

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| --- |
| **Professional Experience & Significant Achievements** |

**General Manager Marketing August 2008 till Present**

**M/s. Snowhite Group -** Karachi, Pakistan.

A Leader / Pioneer in dry cleaning industry of Pakistan, having 41 outlets countrywide & Exporter of Fresh Vegetables to Middle East & Far East.

* Promoted As ‘General Manager Marketing’ in Nov -2013
* Promoted as ‘Regional Marketing Manager’ in Oct-2010
* Promoted as ‘Marketing Manager’ in Feb-2009
* Joined the company as ‘Sr. Marketing Executive’

**Responsibilities**

* Manage 41 outlets countrywide i.e. 22 in Karachi, 9 in Islamabad, 8 in Lahore & 2 in Peshawar.
* Overseeing Purchasing, Quality and Export of Fresh Vegetables to Middle East & Far East.
* Manage corporate marketing and communications’ functions, responsible for annual revenue of $2.3M and H.O.D. of Marketing, Customer Services, Corporate Accounts, Institutional Sales, Commercial Sales & Trading.
* Direct brand management, customer services, media relations, corporate positioning, and advertising.
* Manage daily communications activities including agency management, print, social media and other media as well as PR campaigns.
* Plan and execute effective media communications & launch of new services and manage the cross-functional implementation of the plan.
* Overseeing International & Corporate Clients, some of these are; Pearl Continental Hotel Karachi, Hotel Marriott Karachi, Hilton Pharma (Pvt) Ltd., Axact Pakistan, IFFCO Pakistan (Pvt) Ltd., Junaid Jamshed (Pvt) Ltd., Karachi Club & Karachi Gymkhana.

**Selected Accomplishments**

* Plan & Execute ‘60 Years Celebration’ campaign with punch line ‘Experience Matters’ in Jan-2009 and generate 8% sales growth.
* Plan & Execute ‘Awareness Campaign’ on below the mark working atmosphere of small laundries that causes several diseases due to unhygienic cleaning environment & sub standard chemicals and increase the market share by 6% and sales growth by 11%.

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* Created web portal to transform previously archaic intranet into a dynamic website improving company’s flow of communication.
* Initiated & control ‘Free pickup & delivery’ of garments from the doorstep of customers enhanced the daily booking pieces by 19%.
* Co-branding with one of the best Designer Clothing’s company, M/s. Junaid Jamshed, gave boost in the category of ‘Kurta’ (collarless shirt) as 16% growth in sales.
* Co-branding with M/s. Bonanza Garments for region of Punjab; will place our counters in their 28 outlets in interior Punjab. Both brands will get benefit of each other’s brand value and projected 36% sales growth for that region which will share as 6.84% in total sales.
* Visited Dubai in Oct - 2011 & Malaysia in Mar-2012, for market survey & business expansion.
* Registered the company in Malaysia and started the operations in mid of 2013.
* **Brand of the Year Award 2009 – 2012 (from Government of Pakistan)** Through quality, services and effective media campaigns; got 4consecutive awards as a Best Brand in dry cleaning industry.
* **5-Star Hotel Laundry Outsourcing of Hashoo Group of Hotels**: In 2010, Hashoo Group approached Snowhite for laundry outsourcing for all their 9-Hotels for the 1st Time in Pakistan. I was appointed as HOD and we successfully outsourced the complete Hotel linen to Snowhite and ensured smooth operations of pickup, delivery, logistics, quality control, linen count, etc. Which was highly appreciated and a huge achievement for 5 star hotels in Pakistan. Project started in 2010 and in 2 years’ time, 9 ‘5-star’ properties of Pakistan, outsourced successfully.

**Business Manager June 2005 – July 2008**

**M/s. BG Communications -** Karachi, Pakistan.

Advertising, Marketing and PR agency.

www.barrysgrafix.com

**Responsibilities**

* Overseeing the annual revenue USD 0.46M and a team of 7-members including Production Manager, Graphic Designer, Media Buyer & Corporate Account Managers.
* Developed marketing programs for a variety of B2B & B2C clients.Used an integrated approach to create balanced programs for clients to build their respective brands and businesses.

**Selected Accomplishments:**

* Expanded client base by 68% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
* Enhanced the annual revenue from USD 0.21M to USD 0.46M in 3 years.
* Visited Dubai in Feb-2005 to attend Sign & Banners exhibition.
* Worked as official Exhibition Partner of ‘My Karachi’ 2006 & 2007 by Karachi Chamber of Commerce & Industry. Gave boost in the profile and added major clients in the list.
* Handle corporate accounts, some of those were; Bosch Pharma, Zak Pak (Pvt) Ltd., Premium Foods (Pvt) Ltd., Ad-Group (Pvt) Ltd., Mon Salwa Pakistan (Pvt) Ltd., Puma Pakistan, Invest & Finance Securities Ltd.

**Senior Executive Sales & Marketing March 2003 – May 2005**

**M/s. Multinational Business Link – Pharma Div.-** Karachi, Pakistan.

Manufacturer & Exporter. Awarded as Top Exporter from 2001 till 2007 by FPCCI (Govt. Authority).

www.mblgroup.net

* Promoted as ‘Sr. Executive Sales & Marketing’ in Feb-2004
* Joined the company as ‘Marketing Executive’

**Responsibilities**

* Assist Marketing Manager in executing of marketing plans.
* Assist Product Manager in product development.
* Work as a ‘M.R.’ of ISO 9001-2000 cell.

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**Selected Accomplishments**

* Company & Product registration in Sudan, Ghana, Uganda, Yemen & Sri Lanka.
* Develop promotion items for international customers.
* Execute & manage promotional activities.
* 6-times awarded as ‘Employee of the Month’.
* Got ‘Best Attendance’ Award.

**Technology Proficiency**

* Microsoft, Mac, Android & IOS Operating Systems, Adobe Photoshop, MS Project, MS Office & many other desktop applications.

**Academics**

**short COurses - 2004**

* Time Management
* Graphic Designing

**2003**

**Preston University of management science & technology – karachi**

* Bachelor’s Degree (BS-IT)
* Majors: Marketing & Computers
* Got Personality of the Year Award.

**2001**

**DHA Degree college for men – 2000**

Inter – HSC II

* Subject: Commerce
* Passed with 1st division

**Language Proficiency**

* English – Written & Spoken: EXPERT
* Urdu – Written & Spoken: EXPERT

**Personal Profile**

* Date of Birth : 14 Sep ‘1985
* Marital Status : Married
* Nationality : Pakistani

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