**Gulfjobseeker.com CV No:** **1272054**

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To get contact details of this candidates

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**Languages: English:** Fluent **Urdu:** Native **Arabic:** Basic

**PROFILE**

Marketing and strategy graduate with broad experience across top media, telecommunication and retail companies. MSc in Marketing and Strategy from Warwick Business School, UK, with expertise in social media marketing and global branding and BBA(H) from Institute of Business Management with majors in marketing. Looking for entry level marketing related jobs.

**KEY SKILLS**

|  |  |
| --- | --- |
| * **Marketing**
 | Marketing experience in media and telecom industry. |
| * **Research**
 | Extensive work in brand, consumer and market research.  |
| * **Branding**
 | Worked with news brands and brand extensions. |
| * **Integrated Marketing Communications**
 | Made IMC promotional tools for a herbal drink.  |
| * **Advertising**
 | Advertising campaign for the launch of a new product. |
| * **Strategy**
 | Firm level strategy and competitiveness for a brand. |

**WORK EXPERIENCE**

**Sales Executive** at **Company, Pakistan** **(Oct 2013 – Mar 2014)**

* Increased sales by 10% from key clients, by offering them better customer service and timely delivery of goods.
* Improved product display through better management of space.
* Visited clients to offer free advice on lighting, to encourage them to visit our store.
* Provided after sales services to satisfy clients and encourage them for future purchases.

**Stock Management Executive** at **Company, Pakistan (Jan 2012 - Aug 2012)**

* Coordinated with suppliers for timely re-order and stock shipment by analyzing stock levels.
* Made stock keeping system more efficient through real-time data entry, thereby reducing customer’s waiting time.
* Got cameras installed in all warehouses, to make warehouse labor more effective.

**Marketing Intern** at **News TV, Pakistan (Jul 2011– Aug 2011)**

* Got sponsorship for special shows aired on the channel by collaborating and building strategic alliances and long-term relationships with companies.
* Identified and analyzed the industry trends, by analyzing news bulletins of channels, which provided great insights and were used to improve the channel’s performance.
* Composed public service messages aired on the channel for International Youth Day, Literacy Day and World Heart Day, to create awareness by focusing on their importance.
* Composed motivational success stories of inspiring Pakistanis for a program to motivate and promote positive Pakistan.

**On Campus Management Trainee** at **Company, Pakistan Mar 2010 – Aug 2010)**

* Conducted a team survey on mobile phone service providers and their usage among university students, providing vital findings and insights for the company.
* Came up with a new value added service for Djuice brand of Telenor and prepared its marketing plan, which was very much appreciated by the brand team.
* Conducted research on success stories of people with physical disabilities and NGOs working for them, leading and guiding my team in to the semi final stage of the program.

**EDUCATION**

**MSc Marketing & Strategy, Warwick Business School, UK (Oct 2012-Sep 2013)**

**Modules and Term Projects:**

* **Advanced Marketing Management:** Key challenges facing marketers in Celebrity endorsement and their current state of understanding in practice.
* **Global Branding:** Evaluated the role of brand extension in building brand equity.
* **Global Business strategy:** The scope of CSR in the performance of John Lewis.
* **Marketing Through Social Media:** Social media marketing plan for Odeon cinemas.

**BBA(H) - Marketing,** **IoBM, Pakistan (Sep 2008 - Jan 2012)**

CGPA: **3.34** (Merit Scholarship for two semesters)

**Modules and Term Projects:**

* **Advertising:** New product launch and advertising campaign for Dove hair perfume.
* **Brand Management:** Business Launch Plan for K&Ns brand extension.
* **Consumer Behavior**: Analysis of Consumer Insight and Market Trends for fresh juices and Tetra Pak juices.
* **Integrated Marketing Communications:** IMC Promotional Tools for a traditional herbal drink of the Sub-continent.

**EXTRA CIRICULAR ACTIVITIES**

**Active Participant of International Atomic Energy Agency of Argentina at the College of Business Management Model United Nations** **(Feb 2011)**

* Lobbied for consent to pass a successful resolution to end nuclear proliferation.

**Best Participant** at **Zenith Leadership and Development Program (June 2009)**

* A three day event, involving team building activities, motivational seminars and sports competition.

**Active Participant** of **IBA HR Summit** **(June 2010)**

* A daylong event about the importance of HR and networking with HR personals.