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**Summary**: A media & research professional with more than 5 years of hands on experience in the field of business development, client services and media consultancy with Local & International projects. I carry diversified skills which availed me to work on different projects for **Etisalat, EMAAR, USAID, World Bank, ROSHAN** (Afghanistan)**, TNS-UAE, Group M, Starcom Mediavest, Grey, RI international** and other international groups.

**Academic Qualification:**

* **MBA- Marketing** (USAID-Full Scholarship) 2008

IBA (Institute of Business Administration Pakistan)

* **BBA-Management 2006**

Shah Abdul Latif University Pakistan

* **Diploma in Project management 2010**

PIM (Pakistan Institute of Management)

**Experience:**

* + **“Business Development Manager” at MEDIATRACK Pakistan (August 2010 to date) *www.mediatrackpk.com***

***Responsibilities:***

* Look after Pakistan, UAE & Afghani media market, pitch, and build client facing relationship at senior management level
* Drive and execute strategy to grow media solutions business within assigned accounts and region
* Own and lead the media sales process end to end from identification of new prospects to maturity of project.
* Deliver continued improvement in revenue contribution to firm through insightful measurement and ROI analysis of new partnerships on an ongoing basis.
* Work collaboratively with technical team to discover new opportunities and drive incremental business with existing clients.
* Leading the TV, Radio, OOH & Print team and looking after all media monitoring activities
* Analysis on media research activities and prepare different analysis reports for media planners, channels, AD agencies and decision makers.
* Responsible for client services and reporting on daily/monthly basis like SOV, SOS etc…
* Reporting directly to higher management on current projects & business development
* Authorize for writing proposals, RFPs, presentations and present in front of higher management
  + **“Consultant Media & Research” at Four Corner Group (August 2008 to June 2010) *www.fourcg.com***

***Responsibilities:***

* Media reports analysis, interpretation and presentation to clients
* Preparing data/reports for media planners, AD agencies, PR agencies
* Contents analysis of more than 20 News channels
* Proposal writing, questionnaire design, project management & client services
* Responsible for client services and reporting on daily and monthly basis
* Liaison with national & international clients and authorized for presentation
* Lead research team of different market and media projects
* Conducted different research activities like IDIs, FGDs etc…
* Writing technical reports & Research proposals/presentations.
* **“Research Associate” at “IBA-Sukkur” January 2008 to July 2008 *www.iba-suk.edu***

***Responsibilities:***

* Assisted Professor for his PhD research project and report writing
* Provide ready access to all experimental data for the faculty researcher and/or supervisor
* Conduct literature reviews
* Design questionnaire
* Collect and analyze data
* Prepare other articles, reports, and presentations

**Major Projects:**

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| Projects | Description |
| DAMAC-UAE  Media Tracking, Media Research & Consulting | Project was initiated with different research activities and tracking of media activities (TV, FM, OOH & Print). We served with a detailed media research and analysis reports on basis of Pakistani channels and different media activities by competitors |
| EMAAR-UAE  Customers Trends & insights in Pakistan and media planning | The project was executed in the metro cities of Pakistan. Initially the Qualitative Research was conducted to understand the insights for EMAAR. We served with detailed insights & analysis report and based on report media campaigns were initiated. |
| ROSHAN-AFGHANISTAN  Media Tracking, Media Research & Consulting (TV & OOH) | Leading this project since May-2009 in preparing the media Analysis, deviation & tracking reports. And advising for the concept of campaigns’ medium, timing, channel etc… by considering the competitors Etisalat, MTN, Afghan wireless etc… |
| ETISALAT  Media Tracking, Media Research & Consulting | Project was started with media monitoring and research activities while we also served with media consultancy by considering competitors media activities. Same reports were used by media planners, AD agencies and PR agency. |
| Jang News Group  Media Research & contents analysis of Talk shows | Managing this project since 2007 and serving with media monitoring & research of all Jang group channels, newspapers. We have dedicated department for Jang group and serving through almost 15 employees. |
| Group M  Media Monitoring & Research for all its group clients | Group M has almost 30 top clients on board and we were serving all of them for media monitoring and media analysis for media planning and media airing/activation. |
| Bayer Corp Sciences  Business development, Sales team management and media campaigns evaluation (TV, OOH & print) | Bayer introduced insecticide paper in Pakistan and we have developed a market in throughout country for Bayer. Project was also include sales team training and management.  I media section we have designed and evaluated all media campaigns (TV, print and OOH) |
| Nokia  Media monitoring (TV, OOH & print) and post campaign evaluation | Media monitoring of all TV, print and OOH campaigns throughout country. We have also served post campaign evaluation by conducting qualitative & quantitative research. |
| SHARP IMAGE  International business development | Sharp Image is an animation & media firm based in Pakistan. We developed its international market by pitching clients in UAE & UK. Sharp image is the only Pakistani firm which worked for Hollywood movies. |
| WORLD BANK  Verification Survey of PRSP & IELP Program | The survey project was done in all districts of Sindh. The Survey was conducted in all Talukaas & Union Councils of all the districts. The total 30 surveyors deployed in the three Districts. There were 212 schools surveyed contained 6500 door-to-door calls. |
| USAID/ASIA FOUNDATION  Nationwide Baseline & Endline Survey | Worked as a project manager and client liaison. And also as a trainer for field and data entry team for data gathering and analysis. Project was to conduct baseline & endline survey in all provinces of Pakistan to understand the effect of media campaigns started by USAID. |

**Achievements:**

* Won two USAID research projects by writing technical proposals
* Hunted and managed UAE & Afghani projects independently
* Got two promotions during first year of my career