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**Summary**

An avid learner and tech-savvy Marketing professional with 6 years of experience, both in the conventional and digital capacity. Marketing and Advertising is my passion, and Digital Marketing is my profession. I enjoy creating new strategies and applying new tactics. My areas of specialization include and are not limited to:

* Market research, Business Intelligence, Brand Management, Digital campaign planning
* Digital Project Management; Ideation, Planning, Testing to Deployment and Implementation.
* Detailed understanding and with best practices, knowledge of: Blogs, Social bookmarking networking tools, microblogs, video sharing & media streaming, photo sharing, social software & applications, SEO, analytics, integration of messaging & social networking applications, widgets & gadgets.

**Achievements**

* + Digital Success - Karachi Literature Festival 2013: #1 twitter trend for 2 days, 700% increase in [fan base](https://www.facebook.com/Oxford.University.Press.Pakistan.OUPP) & 800,000 views served.
	+ Developed PR and bloggers outreach program through brandsynario bloggers directory. One of Pakistan's most comprehensive [bloggers directory](http://www.brandsynario.com/blogger/)
	+ Initiated and successfully operated the digital channels for multiple in house brands: [Brandsynario](https://www.facebook.com/Brandsynario), [Synergyzer](https://www.facebook.com/Synergyzer),
	+ Project lead from ideation to delivery: [Next Generation Voices Research](http://www.nextgeneration.com.pk/) by British Council Pakistan.
	+ Project lead - Nokia N86 Promotion campaign ‘[Nokia N86 Click it](http://www.brandsynario.com/clickit/)!’ aimed at increasing brand awareness among the target group:
	+ Conceptualizing and executing online gaming competition ‘[Warid Fix the Mix’](http://www.facebook.com/apps/application.php?id=331185546966) campaign by interactive brand promotion.

**Employment**

**Arowana Consulting- Client Emaar Properties .** Dubai, UAE August 2013 – Present

**Digital Marketing Specialist**

Key Responsibilities:

* Responsible for designing and deployment of specific special solutions and Projects in customer facing areas focusing on the front of: Social Engagement, CRM, Loyalty Programs and Mobile Solutions.
* Develop scope and oversee development of Mobile solution across multiple platforms, including: iOS, Android, Kiosk and POS executions.
* Conduct in-depth search and social data analysis of customer experience for all the Emaar consumer interaction points.
* Utilizing social monitoring and listening tools such as Gogole Analytics, Radian 6 and Tracx to devise meaningful information and formulate way forward.
* Identifying trends and analyzing buying behavior for delivering unique and innovative Customer relationship and engagement models.

**Converge Technologies (Pvt) Ltd.** Karachi, Pakistan  December 2012 – June 2013

**Manager Digital Strategy**Key Responsibilities:

* Devising strategies to increase brand visibility and engagement for multiple brands through best practices.
* Leading teams for managing Digital marketing activities and online projects. Including Viral Campaigns & Social Media Management, Web development, Digital reputation management and Digital Media campaigns.
* Coordinating with multiple teams and managing the Cost, Advertising budgets, Resource allocation, Creative requirements and timely delivery of projects.
* Create strategic direction and yearly plans for digital campaigns, efficient problem-solving and increased visibility through effective media planning.
* Source and manage relationships with social monitoring and platform partners to support and develop commercial opportunities.
* Strategy development for campaigns: from initial idea development to implementation, maintenance, tracking, reporting and evaluation.
* Serving as an agency lead and subject matter expert for social media issues. Regularly exhibiting thought leadership on social media inside and beyond the agency.

Portfolio of Clients

* British Council Pakistan
* Oxford University Press
* Augere Pakistan - Qubee
* Mobilink Pakistan
* Elixir Securities Pakistan

**Lowe & Rauf (Pvt) Ltd.** Karachi, PakistanDecember 2011 – November 2012

**Senior Content Manager**

Key Responsibilities:

* Lead the digital content development and implementation of social/digital media strategies for Lowe Digital projects.
* Digital media lead for driving innovative campaigns across numerous verticals on major projects like:
	+ *Unilever Pakistan (*[*Walls,*](https://www.facebook.com/sharehappypakistan)[*Fair & Lovely MAX Fairness*](https://www.facebook.com/maxfairness)*,* [*Surf Excel*](https://www.facebook.com/surfexcelpk)*,* [*Domex*](https://www.facebook.com/Domexpakistan)*)*
	+ [*Jubilee Life Insurance Pakistan*](https://www.facebook.com/JubileeLifeInsurance)
* Sell-in new client social model to local/regional clients. Pitch support on high profile projects.
* Digital Media Planning for clientele with major ad serving platforms including Facebook, Double Click, MSN and Yahoo ad solutions..
* Responsible for the websites revamp; to fulfil the needs and expectations of our audiences globally, project lead from wire frames to execution.

Successful Campaigns:

* MAX Dream Team
* JLI T20 Trivia
* Surf Excel ‘Save The boundary’
* MAX Olympics
* Fruttare Let’s ‘Get Real‘quiz
* MAX Puzzle

**KalSoft (Pvt) Ltd.** Karachi, PakistanDecember 2010 – November 2011

**Digital Marketing Specialist**

Key Responsibilities:

* Developing branding strategies for digital products, including commercialization of online services, Social Media Management, Digital Marketing and SEO implementation.
* Conducting research, providing market Intelligence & marketing strategy for the launch of 3 new ventures.
* Devise detailed business plans for new ideas that evolve into online solutions with commercial viability.
* Pilot testing and business analysis of projects by devising use cases.
* Developed Communication and Marketing programs through interactive media for GLADID and STRIDES.
* Developed the detailed business plan including Marketing, Sales and Media strategy. Planned Product Pricing, Distribution and Promotion for product line.
* Developed the corporate mass communication strategy including all ATL, BTL and Digital Media collaterals.

**Synergy Advertising (Pvt) Ltd.** Karachi, PakistanJuly 2008 – December 2010

**Marketing Associate**

Key Responsibilities:

* Formulating marketing and communication strategies for the portal www.brandsynario.com and managing content for the same.
* Campaign based media research & deployment for clients ranging from FMCG to Telecoms <http://dfly.pk/Q5a>
* Developed content for the portal Brandsynario.com. Primarily covered online research, communication messages, blog posts, interviews, press releases, newsletter and multimedia content.
* Providing the route map for digital campaigns; including micro sites, web applications, mobile applications etc.

**Education**

**MBA. Marketing & Communications** (Fall 2010)

Institute of Business Management, Karachi

**BBA (Hons.) Marketing & Management** (Spring 2008)

Textile Institute of Pakistan, Karachi

**Skills & Interests**

* First-hand experience of web project management.
* Comprehensive command of tools:
	+ MS Office Suite **(Word, Excel, Powerpoint, Project)**
	+ Database Management Systems **(SPSS)**
	+ Multimedia **(Adode photoshop, Illustrator, Sony Vegas Studio)**
* On ground research, tabulation and analysis through research tools like SPSS.
* Remarkably fluent bilingually (English and Urdu) with extreme ease and command in presenting complicated and jargon based problems in simple words.
* Arts and Literature enthusiast with special interest in classical reads and performing arts.
* Passionate Football, Cricket and Tennis fan. Avid Gamer and club cricketer.

**Certification**

**URS (United Registrar of Systems) Quality Management Systems Certification, April 2008.**URS (United Registrar of Systems) Quality Management Systems