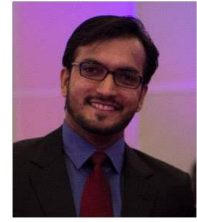


# MUHAMMAD JUNAID FAROOQUI

**MOBILE:** 0321-3770497, 021-35654966, **EMAIL:** [m\\_junaidfarooqui@yahoo.com](mailto:m_junaidfarooqui@yahoo.com)  
**DoB:** 23 JULY 1987, **Nic No.:** 42000-4539094-9



## Career Objective

To work with a dynamic organization that offers growth opportunities and provides an environment to apply my knowledge and skills for the accomplishment of organizational corporate strategy.

## Proficiencies & Achievements

- Good communication and interpersonal skills
- Outstanding verbal and written communication skills
- Possess excellent planning and analytical skills
- Effective presentation and management skills
- Possess excellent designing and planning skills
- Goal oriented and ability to handle multiple tasks simultaneously
- Ability to adapt quickly to new IT technologies with excellent IT skills. Certification in web development course (HTML, FLASH, Dreamweaver, Fireworks)
- Certification in English language from Berlitz Language Center
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Hands-on experience with SEO, Google Analytics and CRM software
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Consistently recognized for excellent problem-solving and analytical skills by programmers, project managers and supervisors
- Demonstrate ability to effectively inspire, lead and collaborate with cross functional teams

## Work Experience

### Shakir Shah & Co.

**April 2016 - Present**

#### - **Manager, Marketing / Digital Marketing and Client Services**

- Isolated, replicated, and reported any observed defects in parts and products. Ensured that all products met functional and design specifications
- Determined test requirements and developed customized test plans
- Equipment Management–Tower installations, Construction material, Generators, Fuel procurement etc. Reported any observed quality issues to management immediately
- Operational Management – Equipment/ Fuel supply management
- Testing performance and notifying results.
- Responsible for the development and management of the marketing programs, events and campaigns, public relations, customer communication, media advertisements promotions and other marketing strategy.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.

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- Creating strategies to increase online traffic to the organization's website. Tracking the conversions and improving the percentages and numbers.
- Plan and manage marketing budget, including detail updating and monitoring of all expenses
- Build strategic relationships and partner with key industry players, agencies and vendors.
- Compliance with established testing guidelines and perimeters.
- Planned, directed and monitored regulatory operations. Provide expertise toward the development of new products and business development opportunities.
- Provided a high level of service to client representatives while also in charge of project development, budget management, monitored major projects, and ensured we met execution goals.
- Work with internal departments and management if necessary to ensure client priorities are understood, and resources are executing on commitments.
- Providing leadership and direction to all employees. Assists in developing business and staffing plans and is ultimately responsible for the success of all departmental projects.

## Projects & Reports

- Setting up Ad Campaigns through Google Adwords, YouTube Campaigns and using Google Analytics and YouTube Analytics to increase customer reach along with social media platforms
- Edited, proof read and finalized the Graduate Directory of the graduating students of SZABIST for the year 2007 till May 2008
- Arranged Corporate Finesse Workshop (CFW) in SZABIST which is an informative interactive session of various corporate executives and students at campus
- Cost effective Entrepreneurial proposition in E-commerce venture with respect to bespoke garments
- Launched a business activity "Freshin Fries" in Product Management. The elective course in which actual revenues and budgeting was executed and presented
- Empirical and Quantitative research on the economic factors affecting the economic growth in Pakistan in Research Methodology

### United Bank Limited, Karachi Pakistan

**September 2015 – March 2016**

#### - Liability Sales Officer

- Developed relationships to acquire new business (NTBs)
- Achieved deposit mobilization targets
- Consumer and investment product offering for portfolio diversification (cross selling)
- Ensured effective market coverage and customers reach for financial services.

### Al Baraka Bank Pakistan Ltd, Karachi Pakistan

**June 2015 – Sept 2015**

#### - Business Development Officer

- Responsible for developing new deposit, loan and merchant business for a specific target market of small to medium size businesses and business professionals
- Facilitated the Branch Manager in performing various managerial functions as directed
- Ensured compliance with bank policies and procedures
- Actively participated in sales management and officer call programs.

### Emirates Airlines, Karachi Pakistan

**April 2014 – July 2014**

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- **Customer Sales & Services Agent - Quality Assurance**
- Performed all commercial operations via Airline module identifying and documenting interoperability flaws and other issues pertaining to reservations, ticketing, booking, requisitions for special handling
- Demonstrating methodically, detail oriented thorough approach to all assignments on or ahead of schedule
- Handled medical and non-medical (MEDA/Non-MEDA) cases and other miscellaneous activities.

## SZABIST

**June 2007 – Dec. 2009**

- **Assistant Executive Development Officer**
- Facilitated the Executive Development Officer in the planning and preparation of Job placements across the university's curriculum.
- Supported relevant teams in Internship placements as per the requirement.
- Work closely with upper management to spearhead a new project to re-platform and re-think a large set of end user and administrator documentation
- Establish and foster working relationships with various stakeholders and teams
- Plans, prioritizes and directs work of subordinates based on organizational goals
- Manage content team workload and distribution to make sure team is engaged and the initiatives are covered

## Professional & Academic Qualification

| Qualification   | Year          | Institution                                |
|-----------------|---------------|--|
| MBA – Marketing | In progress   | Greenwich University                       |
| B.Com           | December 2010 | S.M. Arts & Commerce, Karachi              |
| Intermediate    | May 2006      | College of Accounting & Management Science |

## Extra-Curricular Activities

- Member of the Rotaract Club of Karachi Metropolitan
- Member of the Karachi Rugby Football Club
- Performed in the 26<sup>th</sup> Annual 809Rotaract DISCON 2008
- Runner up for the Bowl Cup in the 2007 LUMS Super Six Rugby Tournament
- Performed in various undercover and mainstream musical shows based in Karachi
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## References

To be provided upon request