

MIRZA ASAD BAIG

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Summary

A highly organized, efficient, versatile and result driven professional with over more than 3.5 years of work experience in the different fields such as Banking, Business Development, Marketing, and Communications.

Core Skills And Competencies

- Proven expertise in managing teams, projects and utilizing leadership skills.
- Well versed in the creation of internal and external communication with impressive interpersonal skills, having an outstanding ability of maintaining long term partnerships with the clients, associates & partners.
- Skillful in effectively establishing brand image by conceptualizing product.
- Adaptable to a changing environment. A fast learner, Keen observer, supportive, reliable, balanced team player and customer Service focused.
- Able to manage time effectively and priorities tasks in line with the needs of the business.
- Proficient in MS Office, PowerPoint & Excel
- Fluent in English and Urdu (Speaking , reading , writing)

Experience

Oladoc.com (Health-tech Platform)

-Sales Executive

Department : Sales

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Jan 2019 - Present

1. On board Doctors on website
2. Sales Digital Product to doctors
3. Build and maintain relationship with the doctors and healthcare professionals.

MA Creative(OOH Advertising Agency)

-Freelance Project Manager

Department: Operations



Oct 2017 – Dec 2018

1. Manage Existing Clients and Pitch to the new one.
2. Manage vendors
3. Manage supply of material and media (logistics).
4. Manage and Execute client's campaign.
5. Preparation of reports.

Color Imaging Solutions (OOH Advertising Agency)

-Marketing Executive

Department: Sales & Marketing



Oct 2016 – Sep 2017

1. At CIS an OOH advertisement agency we provide creative and innovative solutions to our business buyer.
2. Develop business and built healthy and friendly relationship with the clients.
3. Design and propose the creative and innovative projects keeping the budget constraints to the Corporate Clients.
4. Preparation of monthly report for client's campaigns.

Lamudi.pk

-Business Development Executive

Department: Sales



May 2016 - Aug 2016

1. Managing number of key accounts by building strong relationships, providing knowledge of how to generate maximum leads, objection handling and generating revenues.
2. Recommendation of how our product can be further aligned to meet market requirements, this was done on the basis of market research and analysis.
3. Conduct and recommend online and offline marketing plans to increase brand visibility and customer awareness.

Structure Lab Services (OOH Advertising Firm)

-Special Project Executive

Department: Sales & Marketing



Nov 2015 – April 2016

1. At SLS our aim is to provide our business buyers the best possible creative solution to compete and stand out in the market.
2. My job is to constantly retain customers by providing them the effective marketing techniques and solutions to stay incredible in the market.
3. Design and propose the creative and innovative projects keeping the budget constraints to the Corporate Accounts.
4. Propose competition activities to the Clients, recommend counter attack strategies.
5. Regular meeting with top notch corporate clientele of South Region (Sindh) includes; Colgate & Palmolive, Engro, Bareeze, Pepsi, Coke, Kayseria, Toyota Indus Motors etc.

National Bank Of Pakistan (H.O)
-Intern at Credit Management Group
 Department: Credit Monitoring Wing



1. Collection of all 29 regions credit (loan) data.
2. Data analysis according to the NBP's Policies.
3. Preparation of final report for the month.

Professional Certification & Academic Education

Sr.	Certification / Degree	Institution / University	Specialization / Major	Admission year	Passing Year	Grade or CGPA
1	BBA	IQRA UNIVERSITY	Honors	2012	2016	3.06
2	CAF	IBPD	Generalizing, posting, inventory management and financial statement	2011	2012	Pass
3	Intermediate Commerce	NCR-CET	Economics, Accounts, Statistics	2009	2011	A
4	SSC	F.G PUBLIC SCHOOL KARACHI CANTT	Computer Science	2007	2009	B

Projects, Reports and Presentations

Sr.	Description/participation	Month, Year
1	Presentation on “Our Heroes Need Their Identity Back”(Pakistan Army)	June 2012
2	Research Report on "Young Generation Buying Behavior Towards Smart-Phone"	July 2013
3	Project of Launching Product “Smooth Relief”	April 2014
4	Screening Report on “Shariah Compliant Companies of Pakistan”	May 2014
5	Project of Re-launching of Product “Omung Lassi”	Nov 2014
6	Project of Financial Analysis on “ Gul Ahmed Textile and Kohat Textile”	July 2015
7	Research on “Employee’s Satisfaction Level With HR Practices Of The Organization and Its Effect On Their Turnover Intention.”	May 2016

Extracurricular Activities & Achievements

Sr.	Description/participation	Month, Year
1	Run online garments store	Sep, 2012 to Nov 2014
2	Part-time Advertisement Business	May 2014
3	All Pakistan Inter-Universities Wushu competition (Bronze Medal)	March, 2014
4	All Pakistan Inter-Universities Jujitsu competition (Bronze Medal)	June, 2014
5	Participated as Team Lead in Iqra University Fashion Night	April 2015
6	Participated as Venue Incharge in Iqra University Ghazal Night	Nov 2015
7	All Pakistan Inter-Universities Judo competition (Silver Medal)	March 2016
8	Vice Head Sports Society at Iqra University.	Jan 2015 to May 2016
9	At CIS on-board Sefam group’s 5 brands in 1 month	July 2017
10	At CIS on-board Indus Motor Company (Toyota) for All Pakistan Campaign	Aug 2017

Personal Information

Father’s Name Mirza Amin Baig
Marital Status Married
CNIC No 42301-3098602-3
Religion Islam
Language English & Urdu