**KOMAL SARWAR MALIK**

House No. R-47, Scheme 33-MCHS- Gulzar-e-Hijri, Karachi.

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**CAREER OBJECTIVE:**

Pursuing a challenging career where I can apply my experience, education and people management skills for both organizational and personal growth.

**PERSONAL AND PROFESSIONAL PROFILE:**

* Focused, innovative , flexible and persuasive personality with the ability to learn and adopt new skills.
* Appplication of analysis and problem solving skills according to the needs of organizations.
* Highly motivated and self confident.
* A capable, result oriented professional with ability to work independently , as well as a team member.
* Good inter-personal relations, presentation and communication skills.
* Leading & dealing effectively in a multinational environment.
* Ability to work within team and individually
* Working knowledge of Microsoft Office (Word, Excel, Publisher, and Power Point).
* Good understanding of SPSS.
* Content writing with least plagiarism tricks.

### EDUCATION:

* **Iqra University, Karachi**

Masters of Business Administration, MBA - Marketing

CGPA: 3.1 **2016 - 2017**

* **Iqra University, Karachi**

Bachelors of Business Administration, BBA (H) - HRM

CGPA: 2.89 **2012- 2015**

* **Ashrafi Intermediate College 2011**

Higher Secondary Certificate

* **The Educators / Beacon Light Academy 2008**

Secondary School Certificate

**EXPERIENCE:**

**Metropolitan University Karachi**

Manager Admissions and Marketing

*Description:*

* Attains Inquiries operational objectives by contributing information and analysis to functional strategic plans and reviews.
* Work closely with the Marketing Department to execute the sales, PR and marketing strategy for the aimed colleges.
* Preparing and completing action plans, educational service standards, identifying and resolving problems of every query related to students and management.
* Drives the enrolments to reach and exceed target numbers of students.

**SBT JAPAN (Pakistan Office)**

International Sales Executive

*Description:*

* Ensure to promote business dealings with international clients
* Development of business in international market.
* Managing the business accounts as a key account manager
* Negotiation and Closing of Transactions.
* I was required to work directly with the customer through defined tools and will be responsible for entire trade cycle, from sale to delivery & payment, ensuring high standards of customer service and satisfaction

**COTHM – Karachi Campus**

Asst. Manager Admissions & Placement Officer

*Description:*

* Develop innovative communication strategies, recruitment strategies and enrolment plans in coordination with senior management to attract and enroll more students.
* Provide support to prepare admission related presentations and to host student receptions.
* Maintaining the internal and external relationship in Hospitality Management.
* Responsible of campus events and visits in Hotel Industry

**IQRA UNIVERSITY**

Admission Officer & Public Relations

*Description:*

* Analyze the applications of prospective students based on standard admission policies.
* Provide clarifications to student’s queries in a professional manner.  
  Follow-up with students for any enquiries through direct meetings, live chat, phone calls and emails.
* Provide assistance to the students to complete the enrolment forms.
* Arrange orientation programs, educational workshops programs for students and graduation programs for students.

**TEAM 1 – Pvt Limited Company**

Training and Business Networking Consultant

*Description:*

* Overseeing the development of marketing literature.
* Providing management with feedback.
* Communicating new product developments to prospective clients.

### CURRENT RESEARCH: HUMAN RESOURCE MANAGEMENT; MARKETING AREAS

* Effects of Reward management on employee performance: a case of Islamic Banking
* Impact of online reviews on Consumer Purchase Intension.
* Determinants of Employee's Performance: A Case of Private Organization
* A Critical Analysis Of The Impact Of Online Customer Reviews On Consumer's Buying Intention: The Case Study Of I-Phone, Apple Inc.
* Impact of Online Reviews on Customers’ Buying Intentions on food

**MAJOR TERM PAPERS / PROJECTS**

* **Marketing Management:** Designed strategies for the re-launch of a flop product, **Mon – Salwa Product.** (Dummy launch within the university)
* **Entrepreneurship:** Explored a Successful Entrepreneur.

**ACHIEVEMENTS**

* Awarded Volunteer Certificate in the ***“International Conference on Education and Management Sciences- 2015”*** co-jointly organized by University of Karachi and Iqra University.
* Awarded Volunteer Certificate in the seminar, “Enlightening Pakistan- 2015”, at PC Hotel, Karachi.
* Participated in Entrepreneurial Marketing Event of; TVC - The Academy School, project of Iqra University, 2014.
* Attended a Volunteer Certificate in SME Forum 2016, 10th Annual Assembly of SME Stakeholders, at PC Hotel.

###### EXTRA CURRICULAR ACTIVITIES

* Play Guitar.

**PERSONAL DATA**

CNIC : 42201-2741699-6

Father Name : Muhammad Sarwar Malik

Marital Status : Single

Reference : To be finished on request