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| **ZAHID HUSSAIN ABBASI**  **Father Name:** Mir Hussain Abbasi  **Date of Birth:** 28 Oct, 1987  **CNIC No:** 42501-1348202-5  **Postal Address:** House No 577-78 Sector F-1 KDA Scheme NO 4 Landhi Karachi  **Permanente Address:** H.NO 5, Street No 10, Muslim Town Bara Kahu Islamabad  **Cell No:** 0333-3690127  **E-mail:** [zahidabbasi13@yahoo.com](mailto:zahidabbasi13@yahoo.com) | |
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| **Objective:** | |
|  | Having 8 years of relevant experience in the Field of Marketing of Educational Institutes, Micro Finance Institute, Consumer Products/FMCG along with Teaching and Training and also Worked with Different NGOs and Having in depth experience of Educational Marketing, new product development and Business Development. Have completed many Project with Local and International NGOs |
| **Core Competencies:** | |
|  | * Excellent knowledge of Management/Marketing/S.C.M Principles * Good command in English, Urdu, Pashto, Panjabi, Kashmiri & Hindko Languages * Expert in written and oral communication skills * Good Observation Skills * Organizational and presentation skills * Knowledge of problem solving skills * Excellent leadership skills * Self-Motivated, Creative Mind and Good Learner |
| **Education:** | |
|  | **----------------------------------------------------------------------------------------------------**  **Degree**: MS/M.Phil **(Sales & Marketing)** with 3.03 CGPA  **Institute**: Mohammad Ali Jinnah University **(MAJU)**  **----------------------------------------------------------------------------------------------------**  **Degree**: MBA (**Sales &** **Marketing)** with 3.02 CGPA  **Institute**: Mohammad Ali Jinnah University **(MAJU)**  **----------------------------------------------------------------------------------------------------**  **Degree**: **B.Com** with 2nd Division  **Institute**: University of Karachi  **----------------------------------------------------------------------------------------------------** |
| **Professional & Lectureship Experience:** | |
|  | **Organization: Memon Industrial & Technical Institute (WMO-MITI)**  **Designation:**  **Manager Marketing and Business Development**  **Tenure:** Oct 2018 till Date  **Brief Job Description:**   * Manage and Coordinate all Marketing, Promotional and Advertisements Activities * Arrangement of exhibition and events and visit of schools, colleges and different NGOs * Managing Admissions and marketing operations, developing business through local educational institutes, colleges, , coaching classes, educational trusts etc   Developme3nt of annul marketing plan including E-Marketing, Social Media & other relevant platform to maintain MITI’s reputation   * Participating and carry out seminars, workshops and other ATL, BTL and TTL activities. * Conduction fund raising activities including arranging special events and drives * Conduction Public Relation activities and liaison with all kind of media partner   **----------------------------------------------------------------------------------------------------------------**  **Organization: ILMA University (Formerly IBT)**  **Designation:**  **Head of Marketing & Admissions/Permanent Faculty Member**  **Tenure:** November 2015 to Oct 2018  **Brief Job Description:**   * Building academic alliances with colleges and academy partners * Managing Admissions and marketing operations, developing business through local educational institutes, colleges, coaching classes, educational trusts etc. * Ensuring direct marketing activities implementation * Monitoring Marketing operations of all 4 campuses * Coordinate and handle technical queries * Participating and carry out seminars, workshops and other ATL, BTL and TTL activities. * Generating and ensuring footfalls and converting leads * Imparting education product training to the team from time to time.   **Subjects of teaching:**   * Entrepreneurship * Marketing Management * Information and Business Management * Supply Chain Management * Strategic Marketing/Management * Consumer Behavior * Human Resource Management   **--------------------------------------------------------------------------------------------------------**  **Organization: DadaBhoy Institute Of Higher Education/ ILMA University**  **Designation**: Visiting Faculty Member  **Tenure:** May 2016 to date  **Subjects:**   * Strategic Marketing/Management * Introduction to Management * Principle of Marketing * Entrepreneurship |  |
| **Professional Experience:** | |
|  | **Organization: Kashf Foundation (CIDA Project)**  **Designation: Business Lead Trainer (Entrepreneurship Development)**  **Tenure:** Nov 2012 till Nov 2015  **Brief Job Description:**   * Developing Strategies to Achieve area Targets (Disbursements and Recoveries) * Training Need Assessment (TNA) developing * Conducting Training of field staff regarding Marketing and Business Development Management * Covering 5 Branches operations and targets (30 Business Development Officers) * Focusing on timely Disbursement and Recovery trend * Ensuring all the factors imposed by SBP * Promoting different products along with core loan like health life insurance and Bancassurance.   ------------------------------------------------------------------------------------------------------------  **Organization: Pak Food and Beverages (Distributer)**  **Designation: Area Sales Executive (FMCG)**  **Tenure:** Aug 2009 till Nov 2012  **Brief Job Description:**   * To ensure maximum numeric coverage of the retail outlets * To ensure the booking and delivery of items on time * Set sales targets for Sales Officers accordingly * To keep an eye on competitor’s product’s sales schemes * Ensure sales target achievement by adopting effective tools and sales  Techniques * Dealing with IMT and LMT and GT * Preparing monthly and Weekly sales analysis reports * Activation of promotional campaign ATL , BTL and TTL * Developing new Markets/Dealers * Successfully handling all the sales and Recovery matters * Assuring of Recoveries on time   **---------------------------------------------------------------------------------------------------------** |
| **Computer Literacy, Certificates and Professional Memberships:** | |
|  | Regular Gust and Anchor person in Business-Plus TV Channel  * Awarded Best Faculty Member of Spring-16 in Biztek University  Certified as Social Entrepreneur from British Council & Shell Pakistan  * Member of World Project Management Institute (PMI) * Member of Gender Empowerment & social advocacy program * Member of active citizens Program * Certified a business planner from SMEDA Pakistan  MS-Office, Hardware and Internet Applications  * Attended workshop on Youth Empowerment and Capacity Building from Sport & Youth Affairs Department Govt. of Sindh * Attended Training about Gender Empowerment and Gender Discrimination |
| **Interest Activities:** | |
|  | * Listening and recite of Quran * Attending and conducting Trainings, workshops & Seminars * Serving as social entrepreneur * Research |