

Malik Sameer Kamran

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Summary

- Business Development Expertise: Over 3 years of diverse experience in Business Development, Media, and Public Relations. Proven track record in expanding market presence, conducting market research, and developing effective business strategies for revenue growth.
- Social Impact Advocate: Studied International Relations, focusing on global cooperation and addressing societal challenges like poverty and racism. Actively involved in projects advocating for policy improvements and organizing impactful events.
- Mentorship and Support: Dedicated to mentoring and supporting young individuals to reach their goals. Insightful understanding of their challenges and aspirations, driving my commitment to making a positive difference.
- Versatile Skill Set: Proficient in sales, marketing, creative writing, and SEO optimization. Skilled in crafting compelling content to drive engagement and achieve objectives across various domains.

Collaborative Approach: Eager to collaborate with like-minded individuals and organizations to leverage collective expertise for societal betterment. Let's connect and explore opportunities to create meaningful impact together.

I bring a strong foundation in digital marketing. Leveraging this skill, I aim to amplify the impact of initiatives and campaigns, reaching wider audiences and driving meaningful engagement. I am excited about the prospect of combining my diverse skill set and experiences to serve an organization dedicated to making a positive difference.

Experience

Business Development Manager

AL-MUSSAWIR CONSULTANTS

May 2023 - Present (1 year)

- Expanded regional market presence by identifying and pursuing new business opportunities. value added contribution for above 200 million sales targets for collaborators of AL-Mussawir consultants.
- Conducts market research to identify emerging trends, competitor activities, and consumer preferences for decision making in the concerned capabilities within our valuable clients.
- Developed comprehensive territory plans to prioritize resources effectively for optimal ROI on initiatives undertaken.
- Delivered presentations at industry conferences and networking events to promote company offerings and establish thought leadership positioning within the market space.

Copywriter & Content Strategist

MS Enterprises

Dec 2022 - Present (1 year 5 months)

- Create compelling emails.
- Devised unique brand strategies and clear promotional objectives.
- Wrote compelling product descriptions.

- Enhanced content based on performance indicators.
- Maintained a consistent brand image across all platforms.
- Create emails and content designed for B2B and B2C audiences.

Public Relations Officer

Balochistan Youth Innovation Hub

Dec 2019 - Jul 2020 (8 months)

- Volunteered at the Balochistan Youth Innovation Hub.
- Assisted young people and managed corporate and government relations.
- Elevated brand reputation by developing and implementing strategic public relations campaigns.
- Led cross-functional teams to ensure seamless execution of comprehensive PR strategies.
- Organised PR events.

Administrative Assistant Intern

Asian Development Organization

Mar 2018 - Feb 2019 (1 year)

- Streamlined daily administrative operations, ensuring seamless office functions.
- Maintained employee records, contributing to a well-organized HR system.
- Proactively managed office supplies, enhancing operational efficiency.
- Enhanced team productivity by streamlining workflow processes and implementing effective management strategies.

Balochistan Representative in China

Balochistan Economic Forum

Aug 2015 - Aug 2015 (1 month)

- Visited China with a group of students from Balochistan.
- Promoted the investment and economic potential of Balochistan.
- Portraying a Positive Image of Balochistan.

Education

National University of Modern Languages

Master's degree, International Relations and Affairs

2018 - 2021



University of Balochistan

Bachelor of Arts - BA, Political Science and Sociology

Aug 2017 - Jan 2018

Licenses & Certifications



Artificial Intelligence and Business Strategy - Project Management Institute



Attract and Engage Customers with Digital Marketing - Coursera



Think Outside the Inbox: Email Marketing - Coursera



Business Development: Strategic Planning - LinkedIn



Mailchimp Essential Training - LinkedIn

Skills

Microsoft Excel • Microsoft Word • Sales and Marketing • Creative Writing • SEO Copywriting • MailChimp • Email Campaigning • Business Strategy • Artificial Intelligence for Business • Economic Research

Honors & Awards

Accomplishments

- Increased public sector and commercial account business by 60%.
- Achieved record-high client growth in 6months by developing a comprehensive sales and marketing plan.
- Supervised team of 15 staff members.