

# Muhammad Atif Abbas

Unit Incharge (SMC PVT LTD)

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Dar.Ul.Islam Colony, Attock, Pakistan

## Summary

I'm experienced in Marketing, finance, event management, and customer services field with a bachelor's degree in BBA in marketing. I have all the basic know-how about Computer, the internet, and social media. I'm excited to play my role in your company. I'm for a job which is the best fit for me.

## Skills

- Advertisement
- Corporate event management
- eCommerce Sales
- Presentation Skill
- Brand Management
- Customer Acquisition
- Human Recource Management
- SEO Social Media Manager
- Communication
- Digital Marketing
- Labour Management
- Team Leading

## Experience

### Unit Incharge (SMC PVT LTD)

Gaari Wash, Door step Carwash, Rawalpindi, Pakistan

Jan 2021 - Present

My responsibilities including the management of riders, managing call Center and promotional compaigns and managing social media accounts, timely rendering of services to customers, collecting feedback from customers, maintaining all the operations of unit, formulating strategies for business growth and implementing them.

### Tour Operator

Travel Right, Attock, Pakistan

Mar 2018 - Jan 2021

I have managed my own tourism club as a side business during my degree. I have planned and Implemented many tours within the country during these 3 years.

### Quality assurance officer

District headquarters Hospital Attock, Attock, Pakistan

Jul 2019 - Sep 2019

I have done internships in DHQ hospital as internee of quality assurance officer. I manage and sustain all type of quality of service in DHQ in the period of my internship.

### Customer care representative

Jazz Franchise Attock, Attock, Pakistan

Sep 2016 - Feb 2017

I worked there and have huge experience of listening and resolving the customers problem.

### Assistant Finance Manager

Jazz Franchise Attock, Attock, Pakistan

May 2016 - Sep 2016

I worked for 3 months and manage daily lagers, balance sheets, and other statements.

### Assistant sales and distribution Manager

Jazz Franchise Attock, Attock, Pakistan

Feb 2016 - May 2016

I worked as Asistent S&D manager and in last month I have worked as S&D manger as well and almost all the target I completed with my teams.

## Education

## COMSATS university islamabad, attock campus

Bachelors in Business Administration , BS(BA)

2021

Marketing

## Army Public School and Collage System, attock Cantt

Intermediate/A-Level

2015

Engineering

Percentage: 69%

## Projects

### Events Management

I organize many events at University as a founding president of a society named "Sha'oor" including literary contests, mushairas, funGala, Sports week, and Farewells.

### Analyzing the decision making strategies of Corporates

We Practically visited two corporate one was shut downed name " Daoud Lawerancepur textile" and the other was operational named " Shama Group of Industries". We conducted many interviews from different departments and critically analyze their decision-making strategies.

### Promotional Video of COMSATS University Islamabad, Attock Campus.

<https://www.facebook.com/mgt.ciit/videos/890413157812923/>

It was basically a promotional video contest and we top the contest, I was working as a group leader.

## Languages

Punjabi  
Expert

English  
Intermediate

Urdu  
Expert