

Muhammad Asif

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Capability Snapshot

Academics

Quaid-i-Azam University, Islamabad www.qau.edu.pk			
Masters in Public Administration	1998-2000	General Management (Mass Communication/IT)	1 st Division (77%)

Experience Dimensions

Management	Communications	Events	Media/Production
Project Management	Image Management	Press Conference	Media Buying
Public-Private Projects	Public Relations	Seminars	Video Production
Project Evaluation	Advocacy/Lobbying	Training/Workshops	Websites/Online

Development Sector/Social Development/Public-Private Partnership Experience (selection)

- Extensive experience in documentation, report writing & analysis (Organization: SURF South Asia, UNDP)**
 - Best practice documentation across development themes drawn from UNDP projects in the South Asian region.
 - Preparation and distribution of project executive summaries for UNDP globe & external audience.
 - Editing & management of online project documentation record of all UNDP development projects in South Asia.
- Corporate Social Responsibility projects consultation, communication & documentation across the following development themes:**
 - Technical Education & Vocational Training (with TEVTA & Telenor Pakistan)
 - Displaced Children Rehabilitation (With SOS & Telenor Pakistan)
 - Challenged People Mainstreaming & Re-integration (with DWA & Telenor Pakistan)
 - Primary Education Promotion (with Ministry of Education & ICI)
 - Public Health Awareness (Blood Donation) (with Red Crescent & Telenor Pakistan)
- Media Awareness & Training Workshops for Journalists:**
 - Software Anti-piracy Workshops (Karachi, Lahore, Islamabad) (with Microsoft)
 - Environmental Reporting & Dynamics of Exploration for Journalists (Quetta, Karachi, Lahore, Islamabad) (with Tethyan Copper & Lead Pakistan)

Media Communications, Social Responsibility & Spokesperson Training Consultant

- c. Mobile Telecom Technology, Industry & contribution to Social Development in Pakistan (Karachi, Lahore, Islamabad) (PTA (GoP) & Telecom Industry)
- d. Blood Donation & Public Misconceptions Press Briefing (Karachi, Lahore, Islamabad) (Red Crescent & Telenor Pakistan)

Project Communications

- 1. Numerous projects involving preparation of press releases, spokesperson remarks, speeches, articles, newsletter editing etc.
- 2. Newsletter development, content development & editing and production management for clients.
- 3. Strategic & Crisis Communication
 - a. Strategic Communication and media analysis around the Danish caricature controversy & backlash by religious segments in Pakistan and impact on foreign companies operating in Pakistan. Involved close news monitoring both nationally and internationally, content analysis, key influencer identification, projection of public reaction and advising foreign companies on media communications.
 - b. Strategic communications, stakeholder perception analysis, media position and message development for MNC companies in exploration sector.
- 4. New Identity Positioning & Management
 - a. New identity launch of a packaged foods manufacturing & marketing company across media (Organization: Young's Food)
 - b. New identity launch of one of Pakistan's largest banking chain across media (Organization: MCB Bank Limited)
- 5. Handbook on best practices and techniques for corporate spokespersons.

Seminars, Workshops & Events

- 1. National seminar on Pakistani Telecom Sector on 3G licensing and market overview titled "Has the clock struck 3G?", August 28, 2008 at Serena Islamabad. *Patron: Pakistan Telecom Authority (PTA)*
 - a. Media & Spokesperson Training Workshops for public relations and organization spokespersons for handling crises communication, spot speaking and handling media questioning sessions.
- 2. IT enabled workplace productivity trainings/workshops for staff and management

Media/Production

- 1. Special TV program (2 episodes, 30 minutes each) on Higher Education and Career Advisory in collaboration with a leading satellite channel. Program concept, content research, group brain storming, guest and audience moderation & guest/anchor pre/post briefing.
- 2. Documentaries and short-films on Corporate Social Responsibility projects of private sector organizations.
- 3. Several photographic portfolio development projects for organizational image building and social development projects.

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Project Management

1. Customer services centre and processes setup and launch for multiple housing scheme projects.
2. Organizational Processes Design & Work-place Automation on turn-key basis:
 - a. E.R.P.S Development: Project Manager & Management Representative
 - b. Media Tracking Portal: Digital library of product advertisements
 - c. Network based data gathering and reporting group-work application
 - d. Call Centre Launch
 - e. C.M.S: Complaint Management System
 - f. Online collaborative workspace environment

University Level Teaching Experience

1. IQRA University (ISB) – Visiting Faculty – Organizational Development
2. Quaid-i-Azam University (ISB) - Visiting Faculty – Advertising & Media Management
3. University of Lahore (ISB) - Guest Lecturer/Speaker – Brand Marketing