

FAHAD SHAFI

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Key Strengths:

Brand Activations & Brand Operations, Managing both ATL & BTL, Product Launching, Merchandising, Agency Management, Brand Massaging, Art Works, Event Management, Integrations, Managing Receivables Team & Reporting Receivables, Media Planning, Media Budgeting & Media Finance.

Objective:

Being a Media & Brand Specialist for a multinational FMCG (Procter & Gamble Pakistan Pvt Ltd) I am closely working with Brand Managers / Brand Directors assisting them from New Product Launching / Brand Activation planning and budgeting to campaign execution, campaign tracking, ROI calculation, Event Management, Train & Monitor Brand Ambassadors (deputed in markets), Make sure to achieve incremental GRP's & Maximum Reach by utilizing media budgets efficiently. Having 10 years of Media & Brands experience makes me a strong & proactive team player who can deliver with-in tight timelines.

Summary of Qualifications:

- Over 3 years of experience in Multinational FMCG like P&G Pakistan in their Brands & Media Team for both ATL & BTL & reporting directly to Director Brand Operations & Media
- Having 10 years of experience leading & managing receivables & billing team, credit controlling & Accounts Receivables Reporting.
- Around 2 years of experience in banking operations (Both Branch Banking & H.O Operations)

Procter & Gamble Pakistan Pvt Ltd (Outsource)

as Media & Brand Specialist - Feb 2022 – to date: -

Jan 2023 – to date: -

- Assist BM's/BD's in developing integrated commercial plan, using SKU/Channel wise Marketing Mix Data
- Discuss and analyze brand's P&L and Sales report to make future plan, Calculate
- Assist BM's planning & execution of ATL/BTL/Activations/Events, Tracking Results & Calculate ROI, Gather Competitors Information, Train & Monitor BA's
- Co-ordinate, Plan & Monitor Mystery Shopping, Back Checking, In-Store C, Executions, Shopper Engagements, Celebrity Visits, Events, Product Launches, TV Commercial Shoots
- Receive SKU Wise OOS, SOS, SOD reports from Merchandising Agency, take corrective measures
- Collect POP's, Monitors Budes, Reporting to Brand Teams / Brand Managers
- Media Budgets Splitting (TV, Digital, E-Com, OOH), review execution plan to get max GRPs & incremental reach
- Participate in Deals negotiations, rate card & additional alignments, prepare media calendar, addition of new vendor in Media Mix, keep track of Budgets & Bulk Discount Recon

Feb 2022 – Jan-2023: -

- Verify POP & Process Media Invoices, calculate CPM,CPV,CPC, Rates & Taxes Applied
- Check invoices status in SAP, coordinate with posting, payment, credit teams for in time clearance, off setting of invoices, post GRs in Coupa
- Reconcile monthly report from finance, make reversal/cross charge requests, make sure media budgets are as per alignment with brands to avoid over/under spend
- Make sure to Avail EPD, Prepare EPD Scorecard, Chief Support in Internal Audit
- Work with Agency's Buying to book accruals, make sure correct posting of Accruals

Group of TV Channels (Television Network)**as Manager Billing & Media Finance (Receivable) - Jan 2009 – Feb 2022: -**

- Maintain Smooth Billing System, Ensure Standard Invoicing & Collection Procedure
- Co-ordinate with countrywide Sales Teams to make sure Revenue numbers are accurate
- Prepare Monthly A/R Reports & Aging Analysis, Monitor/Identify Overdue Payments
- Check & Review Yearly Agreement for Rates & Bulk Discount, Liaison with Ad Agencies
- Prepare Deals & Media Plans for Direct & Barter Clients, Lead/Train Billing Team
- Chief Support in Internal Audit, Billing Adjustments, Resolve discrepancies
- Cash Flow Forecast, provide Weekly Cash Projections (Inflows from Operations Only)
- Handling Database, Sales Tax Filing (Annexure C), PBA Complaint Filing & Clearance

Telenor Microfinance Bank Limited**as SCO- May 2007 – Oct 2008: -**

- Visit Branches, Find & Resolve Discrepancies, Rectification of Audit Observations, Branch Cash Reconciliations
- Support & Facilitate Branch in Internal Audit, Checking of KYC & AML Documents in Branch Random Visits
- Checking of A/c Opening Forms & Loan Files, Credit Assessment of Loan Applicants
- Daily Branch DCFC Sheet & Cash Management, Reconcile Branch Vault & ATM, Cash Management of Branch
- Insurance of Branch Cash, Transferring excess cash to H.O (Exceed to Branch Limit)
- Prepare Report of Suspicious Transactions as compare to Account Holders given Info
- Visit Branches to Ensure that Branch Activities are Carried Out In Accordance with SOP's defined in Bank's policy
- Run Temporary Offline Dept (Branchless Banking) in H/O for Remote Area Branches

Deedazeb Enterprises**as Accountant- Feb 2003 – Apr 2007: -**

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|---|--------------------------------------|
| ■ Annual & Monthly Comparisons of the Co. | ■ P & L, Balance Sheet, Ledgers |
| ■ Payroll Processing & Cash Disbursals | ■ Journal Vouchers, Stock in Hand |
| ■ Cash Book, Invoices & Purchase Orders | ■ Reconciliations (Banks, A/P & A/R) |

QUALIFICATION

- M.B.A (Finance) from Virtual University of Pakistan – 2011
- B. Com, 2003-04

COMPUTER LITERACY

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| 1) SAP | 2) Coupa | 3) Busy Win | 4) MS Office |
| 5) Soft-Dev Media Accounts & Management | 6) C-BAS (Core Application Banking System) | | |

PERSONAL PROFILE

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| ■ Date of Birth | 19 th September 1983 |
| ■ Passport No. | GF5181801 |
| ■ NIC # | 42101-8394180-3 |
| ■ Marital Status | Married |