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## MUHAMMAD MUZAMMIL

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Muzammil Arshad

LAHORE, PAKISTAN

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Marketing Professional with years of experience working with renowned companies.

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### SKILLS

Problem Solving, Critical Thinking,  
Interpersonal, MS Office Suite,  
Conflict Resolution, People  
Management, Team Player,  
Marketing Management

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## EXPERIENCE

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BLUEEAST®



### WORDSENSE – GOOGLE ADS (DATA MANAGEMENT)

Jan 2023 – Continuing (Part Time)

**Tasks Include:** Organizing and maintaining data within Google Ads, ensuring it is readily accessible and up-to-date, compile verify accuracy and sort information according to priorities, managing and maintaining effective record keeping, organizing files to collect information for future use.

### OPERATIONS EXECUTIVE – BLUEEAST (ORIENT GROUP OF COMPANIES)

Feb 2022 – Aug 2022 (Full Time)

**Tasks Include:** Online customers handling, invoice management of orders, coordination with marketing department, handling all social media platforms, response against complaints, response to warehouse e-mails to resolve issues related to concerned orders.

### MTO MARKETING – CHALLENGE APPAREL

Mar 2021 – Nov 2021 (Full Time)

Worked as an MTO in Marketing / Customer Services Department at Challenge Apparel, Multan Road, Lahore.

**Tasks Include:** Maintaining the whole shipment records, assisting senior managers in doing their tasks quite frequently, preparing daily line-wise output report of production, preparing the shipment plans for following months.

### SILK BANK – LAHORE

Mar 2019 – May 2019 (Part Time)

INTERNSHIP (6 WEEKS PROGRAM)

HUMAN RESOURCE DEPARTMENT

### ORGANIZED EVENTS LIKE

**Urain Gy:** A cultural event in Alhamra Arts Council. My duty was to manage the stage performances and maintain the order of the performances. It helped me improve my organizational and time management skills, as all branches of LACAS were performing and had to complete the performances in a small time

**BU-MUN:** An event in Beacon House National University arranging the performance of musical band 'CALL', handling a crowd of around 1000 students. It was a challenging task as we had to ensure safety and security of students from entry to exit

## **ACADEMIC PROJECTS**

- GENERATED AN IDEA OF A NEW PRODUCT 'AUTO-LOCK WALLET' AND CREATED PRE-LAUNCH MARKETING REPORT IN NEW PRODUCT DEVELOPMENT PROJECT.
- DEVELOPED A REPORT ON DIFFERENT LEADERSHIP STYLES PRACTICED AT PEARL CONTINENTAL, LAHORE IN LEADERSHIP AND ETHICS COURSE.
- CREATED AN IDEA OF A NEW BUSINESS (PROVIDING FRESH INGREDIENTS, SPICES AND INSTRUCTIONS REQUIRED TO MAKE A MEAL/DISH) IN ENTREPRENEURSHIP PROJECT. DESIGNED ITS FEASIBILITY REPORT AND MARKETING PLAN.
- WORKED ON A RESEARCH PAPER 'CROSS-CULTURAL ADJUSTMENT OF EXPATRIATES' SPOUSE' AS GLOBAL BUSINESS MANAGEMENT PROJECT.
- ANALYZED HUMAN RESOURCE SYSTEM (HIRING, TRAINING, PERFORMANCE APPRAISAL, SALARIES, BONUS SYSTEM, HR INFORMATION SYSTEM, ETC.) FOR A HUMAN RESOURCE MANAGEMENT PROJECT.
- MADE ORGANIZATIONAL BEHAVIOR PORTFOLIO OF ZONG.
- VISITED US APPAREL PVT LIMITED (JEANS FACTORY) TO ANALYZE HOW MANAGEMENT IS PRACTICED THROUGHOUT THE INDUSTRY AND GAVE A PRESENTATION ON IT.
- INTERPRETATION OF NISHAT MILLS LIMITED FINANCIAL STATEMENTS AS A BUSINESS FINANCE PROJECT.
- WROTE A REVIEW ON THE BOOK 'THE LEADER IN YOU' BY DALE CARNEGIE.
- MADE A POSTER ON THE TOPIC 'AGE GROUP AND GAMES' SHOWING HOW GAMES VARIES AS AGE CHANGES, AND PARTICIPATED IN STATISTICAL POSTER COMPETITION HELD IN CIIT WHERE ALL UNIVERSITIES PRESENTED THEIR POSTERS.

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## **EDUCATION**

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### **BACHELORS IN BUSINESS ADMINISTRATION WITH MAJOR IN MARKETING**

Comsats Institute of Information Technology - Lahore Campus 2015-2019