

KHURRAM SHAHZAD

HOTEL MANAGEMENT

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Dynamic and results-driven Restaurant Sales and Marketing professional with more than 4 years of experience in creating innovative marketing campaigns, increasing sales, and enhancing brand visibility for the food and hospitality industry. Seeking to leverage my strategic thinking, market analysis skills, and creativity to drive the growth and success of a leading restaurant brand.

AREA OF EXPERTISE

Brand Positioning & Development	Customer Acquisition & Retention	SEO & SEM
Marketing Campaign Management	Computer Hardware & Software	Marketing & Sales

PROFESSIONAL EXPERIENCE

ZEYTIN Restaurant – Asst. Manager - Sales & Marketing Manager Jan 2020 – Oct, 2024

- Develop marketing strategies to attract guests.
- Manage online presence through social media.
- Coordinate with travel agents and corporate clients.

SHP Consultant – HR Coordinator – Sales & Marketing Dec 2019 - Dec 2020

- Develop and execute integrated marketing campaigns to promote employer brand and attract top-tier talent.
- Collaborate with the HR team to create compelling job descriptions, recruitment ads, and social media posts.
- Coordinate virtual and in-person recruitment events such as job fairs, webinars, and career workshops.

EDUCATION

Intermediate - Commerce Aug 2016 - Oct 2019

Board of Intermediate, Karachi

- Major in Accounting

Matric - Science May 2014 - May 2016

Board of Secondary Education, Karachi

- Major in Science

VOCATIONAL QUALIFICATION

Diploma in Hotel Management (PITHM) Nov 2018 - Oct 2019

Pakistan Institute of Hotel & Tourism Management

- Major in Hotel Management

Diploma in English Language (LIT) Jan 2018 - Dec 2018

LiveNet Information Technology, Karachi

Basic – Advance Level

Diploma in Computer Hardware (LIT) Jan 2017 - Dec 2017

LiveNet Information Technology, Karachi

Major in Computer Hardware

ADDITIONAL INFORMATION

- **Nationality:** Pakistan
- **Languages:** English & Urdu
- **Date of Birth:** 26th Nov, 1992
- **Marital status:** Single