

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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	
<ul style="list-style-type: none">Major in Accounting	
Matric - Science	May 2014 - May 2016
Board of Secondary Education, Karachi	
<ul style="list-style-type: none">Major in Science	

VOCATIONAL QUALIFICATION

Diploma in Hotel Management (PITHM)	Nov 2018 - Oct 2019
Pakistan Institute of Hotel & Tourism Management	
<ul style="list-style-type: none">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

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