

Muhammad Wasif

Nationality:

Pakistani

Date of Birth:

07/11/1988

Home Address:

431-Y, DHA Phase-7,
Lahore.

ID:

35200-6397210-9

Mobile:

+923238457222

Email:

wasifakram@gmail.com

LinkedIn Profile:

<https://www.linkedin.com/in/wasif-akram-1b59a497/>

WORK EXPERIENCE:**Management Consultant – Shajar School****Work Experience: 5 Months Contract**

I was hired in this school as a Management Consultant. The target was to put an overall management system in place. In this 5 months' time period, I was able to achieve the following:

- Setting up Accounts and Finance Department
- Heading and Establishing Administration Department
- Hiring Marketing Agency for image building of the school

This was a day and night effort to improve the performance of the school. After 5 months the Director of the school acknowledged the efforts and awarded with great appreciation for improving the profitability and image of the school.

Fikr e Khalq Foundation – Welfare Organization:**Work Experience: 1.5 Years**

Fikr-e-Khalq Foundation is a humanitarian Trust formed to reach and help the less privileged segments of our society. At the time of formation of this foundation I was added in the board of trustees and my primary responsibility was to head its marketing department with the following scope of work:

- Designing basic marketing material of the foundation
- Design Social Media Marketing Posts
- Managing Social Media Marketing Team
- Ads Management
- Developing Marketing Strategy & Content Calendars

Portfolio attached with the resume.

**Marketing Consultant – SEJ
(Home Textile Company)****Work Experience: 5 Months Contract**

During this time frame, a marketing team for the company was hired and trained. The training was focused on how to create the right kind of content (starting from product shoot to the final image). Created SOPs, marketing calendars, monthly business reviews, and financial reviews to supplement the efficiency of the department. Coordination with the manufacturing and merchandise department was given importance to avoid delays and execute timely customer deliveries.

**PACRA – Pakistan Credit Rating Agency
(Credit Rating Agency)****Work Experience: 1 year**

Position-Financial Analyst: Digging in deep in to the details (qualitative and quantitative) was the main job responsibility at PACRA. I had three sectors (textile, chemicals & jute) and 20 Companies under my portfolio. It was a hardcore analytics job, where I as an analyst had to investigate and evaluate the companies in depth along with their relevant industries, while incorporating latest economic conditions in to the analysis and report. Rating proposals were then presented to the Rating Committee while staying compliant to the rules and regulations of SECP. Securing timelines and maintaining the quality of analysis were the factors that were always kept on priority.

**WARDA DESIGNER COLLECTION
(Fashion Brand)**

Working Experience: 1 year 1 month

Position-Manager Marketing: I was able to take charge of the subjected position after almost 8 months. The scope of work increased from digital marketing and PR to 360 degree marketing. Main responsibilities were to manage internal marketing team, coordinate with creative, digital, outdoor and webpage management agencies to make sure that the marketing campaigns are up on time, without any delays. Carefully analyzing each artwork to protect the brand image of Warda in the fashion industry of Pakistan was considered as the most important factor of the job.

Position-Asst. Manager PR & Marketing: Promoting and taking care of the look and feel of the brand on digital platforms like Facebook, Instagram and the Website. Involving mainstream fashion bloggers to enhance the brand image. Helped top management in achieving targets and goals by devising the right marketing strategies. Also, creatively managing shoots of different product categories while keeping the nature of product in consideration. Location, time, ambiance and the models were all hired accordingly.

**HUM TV
(Entertainment Channel)**

Working Experience: 7 months

Position-Marketing & Sales Executive: Working in Pakistan's number one entertainment channel was an amazing experience. Coordinating and meeting with advertising agencies and major clients of Lahore region gave a lot of confidence. Building strong work relationships with the clients always helped to achieve the targets. Managing Hum TV events and fashion shows was another major job responsibility.

EDUCATION AND QUALIFICATIONS

LUMS: Lahore University of Management Sciences **2017**

Event Management - Experiential Marketing & Consumer Engagement:
Mid-level management short course to create and deliver memorable event & activation experiences. Appropriate for media/marketing division of any local or multinational company.

Lahore School of Economics **2014**
Master of Business Administration: **Marketing & Finance**
CGPA : 3.12

Beaconhouse National University **2011**
Bachelor of Science (Honors): **Economics**
CGPA: 3.30

The City School **2007**
GCE Advanced Level (**Accounting, Economics & Business Studies**)

The City School **2005**
GCE Ordinary Level (**Accounting, Economics & Computer Studies**)

HONORS AND AWARDS

- Listed in Dean's honor list at **BNU** (5th semester)
- Was a member of **Verve**, an event management company
- Won certificate of excellent performance in a play at **British Council**
- Won Gold Medal in Relay Race at **Beaconhouse School System**

ADDITIONAL SKILLS AND EXPERIENCE

- Creative Designing & Social Media Posts Designing
- Fluent in English, Urdu, Punjabi and basic understanding of Arabic and French
- Excellent writing and verbal communication skills
- Extensive experience of working in teams throughout academic and professional career
- Proficient in Microsoft Office with advanced Excel, Word, and PowerPoint skills and practical experience of statistical tools like SPSS

INTERESTS

Reading, travelling, learning and experimenting with the new ideas