

# UMER ANIS

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## CAREER OBJECTIVE

I always want to become a professionally proficient and versatile manager in the area of marketing and Management Studies through dedication and diligence. I also wish to keep my vigilance and expertise contemporary through ever-learning bilateral process of imparting knowledge in a prestigious and dynamic organizations and institution that provides challenging but conducive environment.

## PERSONAL PROFILE

Date of Birth : 28 October 1990  
Marital Status : Unmarried  
CNIC : 34101-9042014-9  
Home Landline : 055-3825824  
Cell : 0312-7245734  
Residential Address : House # 83-E Satellite Town Gujranwala  
Official Designation : Coordinator of academics (BBA, MBA)and Research @UET  
University : University of Engineering & Technology Lahore Pakistan  
E-mail Addresses : [Umeranis2009@gmail.com](mailto:Umeranis2009@gmail.com)  
Nationality : Pakistani

## ACADEMIC PROFILE

MS/M.Phil ( Management Sciences) University of Engineering & Technology (UET) Lahore	CGPA:3.68	2019
BBA (Honors) Marketing (4 years): University of Engineering & Technology (UET) Lahore	CGPA:3.39	2011-15
I.Com ( Govt College Satellite Town Gujranwala)	769/1100	2007-09
Matriculation in Science ( BISE Gujranwala)	651/1050	2004-06

## COMPUTER PROFICIENCY AND OTHER ACADAMIC KNOWLEDGE

Command on SPSS software  
PLS smart software  
MS Office (Word, Excel, PowerPoint)

## **Academic Skills**

**Marketing principals, Consumer behavior, Market research, Marketing management Reports, Proposal, Press release and literature writing, advertisement**

## **PROFESSIONAL EXPERIENCE**

### **University of Engineering & Technology Lahore**

Worked as Research coordinator of BBA (hons) 2014 Batch as well as Teaching coordinator of MBA and Bsc management since January 2016 at University of engineering & technology Lahore

Worked as research coordinator and course instructor at Lahore school of Management (university of Lahore)

I have followed these **subjects** of Management Sciences as Research and teaching coordinator at UET Lahore.

- ☐ **Principles of Marketing**
- ☐ **Marketing Research**
- ☐ **Leadership and change management**
- ☐ **Strategic Human resource management**
- ☐ **Quality management**

## **DISTINCTIONS IN CO-CURRICULAR ACTIVITIES**

**1:** Organized workshop on ethical value framework and its overall importance in societal development for MBA finance at UET LAHORE dated: 28 Oct 2016

**2:** Arranged 1 day **Invited Lecture** on Current Issues and Challenges in Corporate Governance", date 1<sup>st</sup>December 2014.

**3:** Organized 2<sup>nd</sup>**Welcome Ceremony of BSC management** Program at UET , Lahore, dated 18 December 2013.

**4: Arranged workshop on Bsc model (Balance score card) at UET LAHORE on dec 2016**

**5:** Represent the university in annual P&G business plan competition in 2014 dec

**6:** Stood second in annual UET knowledge competition dated: Nov 2014

## **PROFESSIONALISM**

I want to become one of the best Mentors in the field of Business, Commerce, and Management Studies.

## **RESEARCH WORK**

MY Research article entitled “The impact of Talent management practices on organizational success and innovation with mediating role of transformational leadership has been accepted for review in JABR ( journal of academic and business research)

My 2<sup>nd</sup> research paper “examining the effects of employee empowerment on job satisfaction and commitment with mediating role of org communication and non monetary rewards. a study on public sector institutions employee in Punjab Pakistan”.

## **INTERSTS**

Web surfing | Travelling and reading paper regularly | Watching Political talk shows and analysis | Learning new marketing and HR strategies.

## **REFERENCES**

Will be available on demand