



HELLO, I AM

MUBARIK HUSSAIN

A Marketing Professional

CAREER SUMMARY

I am an experienced Marketing Professional and have worked in various organizations since the dawn of my career. My portfolio includes customer services, brand development & brand management, sales & business development, marketing, administration, fundraising, sales operations, and digital marketing.

SKILLS & EXPERTISE

- MICROSOFT OFFICE
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- BRAND DEVELOPMENT
- CONTENT WRITING
- WORDPRESS DEVELOPMENT
- GRAPHIC DESIGNING

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EMPLOYMENT HISTORY

ASSISTANT MANAGER | Sales & Marketing

Heavy Mechanical Complex, Taxila | Feb. 2016 - Date

My main responsibilities include:

- Approaching markets to find out the new business.
- Looking into the overall quotation/offer submission process
- Interacting with the customers through different mediums & industrial visits.
- Preparing presentations by compiling data on different agendas and maintaining sales data and record-keeping in order to ensure timely access to data.
- Contributing to providing information, ideas, market research, develop & implement marketing plans & strategies.
- Participating in trade shows to showcase company's products and services to different clientele
- Liaison with concerned departments in order to complete the awarded projects.
- Addressing customers' complaints & grievances, providing after-sales services, and coordinating with different departments to resolve the issues faced by customers.

BRAND EXECUTIVE | Marketing

Gloria Jean's Coffees | Nov. 2015 - Jan. 2016

My major duties at GJC were:

- Assisting the GM (Marketing) to prepare all strategies for the sales and marketing of the branch and forecasting all budget requirements through data gathering and analysis.
- Implementing new programs or initiatives handed down by the General Manager (Marketing) to support growth strategies and brand development.
- Developing external media strategies, narratives, implement both long-term and near-term projects, brand campaigns.
- Conducting in-depth consumer analysis to determine the image/demand of the brand.
- Monitoring and analyzing our competitors' performance to identify Strengths, Weaknesses, Opportunities, and Threats.
- Coordinating with advertising agencies and developing and maintaining relations with all stakeholders.

ASSISTANT MANAGER | Sales Operations

AA Gulf DMCC, Lahore | Sep. 2015 - Nov. 2015

My main responsibilities were:

- Preparation of cost to quote the customers.
- Coordinating with customers for finalization & confirmation of orders and documentation involved.
- Follow up with suppliers for the requirement of documents like bill of lading (BL), receipts, commercial invoices, and pro forma invoices, and other trade documents.
- Also coordinating with vendors, customers, freight forwarders, discharge port service agents/shipping agents.
- Gathering informative data and contacting suppliers and buyers through different mediums from different countries across the world.

ASSISTANT MANAGER | Fundraising & Admin

Marghzar Welfare Society, Lahore | Nov. 2014 - Aug. 2015

My major duties in the following areas were:

FUNDRAISING ACTIVITIES:

- Developing relationships with existing donors, identifying new donors, and nurturing relationships with them.
- Increasing funds by researching and targeting charitable trusts whose criteria match the charity's aims and activities
- Organizing traditional activities, such as sponsored outdoor events and house-to-house collections of donated goods and money.

ADMINISTRATIVE DUTES:

- Recording, monitoring, and reporting financial progress
- Updating databases, preparing reports, monitoring income, and expenditure.
- Recruiting, organizing, and managing volunteers to carry out various functions within the charity

MARKETING & PR ACTIVITIES:

- Communicating with the public using social media channels and through direct mails.
- Liaising with the graphic designers, and publishers to produce fundraising promotional material

MANAGER | Marketing

Lahore LEADS University, Lahore | Jun. 2012 - Oct. 2014

My main responsibilities encompassed:

- Assisting in preparation of cost to offer to our customers.
- Dealing with suppliers and customers with respect to buying and selling.
- Coordinating with customers for finalization & confirmation of order and documentation involved.
- Follow up with suppliers for the requirement of documents like bill of lading (BL), receipts, commercial invoices, and pro forma invoices, and other trade documents.
- Also coordinating with vendors, customers, freight forwarders, discharge port service agents/shipping agents.
- Gathering informative data and contacting suppliers and buyers through different mediums from different countries across the world.

LANGUAGES SPOKEN

URDU	
ENGLISH	
PUNJABI	

PERSONAL PROFILE

Father's Name	Sayyed Sibte Nabi Bukhari
Date of Birth	September 12, 1989
Religion	Islam
Marital Status	Married
Nationality	Pakistani

REFERENCES

MALIK QAISER NAEEM

Assistant Manager (HMC, Taxila)

Email: @k.chauhan@hotmail.com

Cell: +92 321 511 99 69

MS. MARIYAM

General Manager

(AA Gulf DMCC, Lahore)

Cell: +971 55 280 85 39

ACADEMIC BACKGROUND

MASTERS OF BUSINESS ADMINISTRATION IN MARKETING

COMSATS University, Lahore | 2010 - 2012

BACHELOR OF ARTS

Bahauddin Zakariya University, Multan | 2007 - 2009

ACADEMIC ACHIEVEMENTS

- Did a project on **Blue Ocean Strategy** in **Applied Marketing** during my MBA.
- Completed a project on "Tapal Danedar" in Fundamentals of Marketing
- **Marketing Research** project on Haleeb Fun Milk and Flavored Milk was accomplished during Internship.
- Taken part in an **Entrepreneurship** project as Manager Marketing to provide marketing solutions.
- Awarded with a certificate on a project of **New Product Development** at COMSATS

TRAININGS

- Attended an **International Marketing Colloquium** at LUMS, Lahore
- Attended seminars on **Career Planning & Management of Change** at IBM (UET), Lahore
- Organized a seminar on **New Trends in Brand Management** at COMSATS, Lahore
- Attended three (03) days workshop on **Capacity Planning** at Directorate of Workers Education, Islamabad

CERTIFICATIONS

- I earned my Complete Digital Marketing Course from **Udemy**.
- I got my Search Engine Optimization certification from **Digiskills**.
- I did my Digital Marketing Certification from **Digiskills**.
- I completed my Creative Writing Course at **Digiskills**.
- I did my Wordpress certification from **Digiskills**.
- I am certified in Ecommerce Management from **Digiskills**.
- I earned my Digital Marketing certification from **Erozgaar**.
- I got my Facebook Blueprint certification from **Facebook**.