

FAHAD SAJJAD BUKHARI

+92-322 4060533 @sydfahadshah@gmail.com

House # 133 Block C, Punjab Cooperative Housing Society



Expertise: Brand Marketing, Affiliated Marketing, Digital Marketing, Sales, Direct Marketing, Client Development, Media Analysis, PPC, SEO, Social Media Marketing, Telemarketing, Competitors Analysis.

Group Director Marketing
September 2019- Till Date

Din Media Group/ University of South Asia
Projects: University of South Asia, Din Media Group, FoodShop

- Ensuring effective management within the marketing, communications and public relations function, with provision for succession.
- Design, support and oversee cross-functional teams throughout the Organization.
- Organizing and participating in national and international trade shows.
- Carrying out compulsory consortiums and affiliations of the company with partners to increase brand utility and awareness.
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; and monitoring the competition.
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; and implementing directives.

Head of Marketing (Conservative & Digital.)
May 2018- September 2019

ROSHAN PACKAGES Ltd. (Head Office, Lahore)
Projects: Corrugation, Flexible, Paper Mill and Urdu Digest

This position participates with the Board of Directors, CEO, Executive Directors along and Chairman of the company to shape and align the marketing strategies of the organization for the coming year and to influence the sales bulk.

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals while setting specific objectives and reports on ROI
- Managing external agencies, BTL vendors and other related agencies for BTL integrations of with digital campaigns and strategies
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Develop short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance
- Develop and coordinate means to seek regular input from the Organization's key constituencies regarding the quality of programs and services and the Organization's relevance
- Act as an internal consultant to bring attention and solutions to institutional priorities.

References Available on Request

Deputy Head of Marketing**June 2017 – April 2018****KIPS Educational System (Head Office, Lahore)****Projects: KIPS College/ Schools/ Entry Test /Evening Coaching**

This position participates with the Board of Directors, Executive Director and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation

- Interacting with customers and dealing with customer's inquiries through developing BTL integrations of social media strategies and ATL / BTL campaigns
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising
- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public.
- Facilitate internal and external communications and, all Organization marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth
- Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Director and Board.
- Develop short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance

Manager Marketing-Brand Manager**April 2014 – June 2017****Beaconhouse Group (Head Office, Lahore)****Project: Concordia Colleges/ Premier Diverse Learning Concepts (PDLC)**

In a business critical role making a substantial contribution to the future growth of the company

Responsible for all corporate marketing, researching and planning campaigns, including the delivery and results for key strategic initiatives

- Analyze and evaluate social media campaigns and strategies
- Report on effectiveness of campaigns
- Monitor trends in social media and developing benchmarks metrics to measures the results of campaigns
- Monitor the activities of main competitors in social media of social space of brand
- Understand how the social media impacts search traffic and conversions for admissions campaign.
- Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.
- Developing and implementing the marketing plan for the brand launch
- Creating and executing plans for the Photo shoot, Social Media and PR campaigns, Events and workshops.
- Responsible for planning, developing, implementing, and evaluating advertising and merchandising plans.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve

General Manager Sales and Marketing**May 2012- March 2014****Wisdek Corp****Digital Marketing Firm**

Help to create and support marketing content, providing recommendations and execute strategies for content development in coordination with SEO goals-general and keyword specific. Keeping pace with SEO, social media and internet marketing industry trends, development Administrating social media tools in support of client's social media strategy.

- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns

- Design, build and maintain our social media presence on Facebook, LinkedIn, Twitter and other digital platforms
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute, and measure experiments and conversion tests while reassign the growth strategies
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Manager Sales and Marketing
December 2009- May 2012

Wisdek Corp
Digital Marketing Firm

- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards Maintains quality service by establishing and enforcing organization standards.
- Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
- Maintaining relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.

Duty Manager Operations and Compliance
November 2005- September 2009

J Sainsbury's Plc. London. United Kingdom

- Completes store operational requirements by scheduling and assigning employees; following up on work results.
- Ensures availability of merchandise and services by approving contracts; maintaining inventories.
- Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
- Maintains the stability and reputation of the store by complying with legal requirements. Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
- Collaborates with other departments (e.g., Risk Management, Internal Audit, Employee Services, etc.) to direct compliance issues to appropriate existing channels for investigation and resolution. Consults with the corporate attorney as needed to resolve difficult legal compliance issues.

Project Manager

January 2015- September 2015

Teachers Training for English as medium of Instruction Government of Khyber Pakhtunkhwa

- Directorate of Curriculum and Teachers Training, Abbottabad with the Government of KPK, initiated the project to train their teachers of Grade II for English as a medium of instruction. The project involved hiring resource from local province, coordinate with local district education officers, education department, developing course material and logistical arrangements of team, covering 11 districts and professionally developing 11,500 teachers. Developing policies and procedures to support the achievement of the project objectives.

Academic Qualification

2005 – 2009

BBA (Business, Accounts & Finance),
University of Wales [United Kingdom]

2002 - 2004

Bachelors of Commerce (I.T)
University of the Punjab

References Available on Request