**FARRUKH BAIG**

College Road Township, Lahore       [linkedin.com/in/farrukh-baig-387a3b59](https://www.linkedin.com/in/farrukh-baig-387a3b59) | farrukhbaig84@gmail.com | +923044798140

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| **MARKETING ENTHUSIAST | PR PRACTITIONER | PROJECT MANAGEMENT** |

* **Resourceful and engaging leader** capable of assessing marketing requirements and determining strategies while offering a high level of creativity and innovation.
* **Provide objective planning**, analyzing scope of work, assigning teams and ensuring products meet quality standards.
* **Develop  roadmaps and  requirements**  documents  to expertly  articulate how  to hit aggressive  growth goals for partners,  and present findings to all stakeholders.
* **Consistently communicate** to all stakeholders the status & schedule of sales & marketing activities.
* **PR practitioner** engaging media platforms & organizing events for effective brand portfolio enhancement to achieve business objectives.
* **Campaign monitoring & control** to achieve maximum results
* **Relationship building** with internal & external stakeholders.

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| **PROFESSIONAL EXPERIENCE** |

***March 2018 - To Date:*** **Unique Group of Institutions**

***Deputy Manager Sales & Marketing***

Responsible for building sales channels across 36 districts of Punjab which resulted in 250+ point of sales, accomplished within a year and half. Achieved 100% increase in annual revenue in publications project.

* Planning and implementing long term & short term strategies to develop business channels.
* Maintaining relationships with stakeholders to ensure smooth market penetration and expansion
* Organizing market studies to understand consumer behavior and identify market gaps
* Performing competitor analysis for creating brand differentiation
* Analyzing market trends and adjusting product positioning
* Designing & development of branding material for promotions & giveaways
* Working on cross marketing promotional plan to enhance brand portfolio
* Performing trade marketing and product merchandising across Punjab
* Creating reports, analyzing and interpreting market data
* Managing social media pages and online presence

***June 2017 – Feb 2018:* Peretus**

***Social Media Strategist***

Was responsible in working closely with US and Canada based clients to develop social media strategies for their businesses.  Maintained a 100% satisfaction rate throughout.

* Planned, managed and successfully executed concurrent social media projects
* Worked closely with other team members to accomplish desired results
* Prepared quality assurance and status reports
* Social Media strategy creation and ppc campaign management
* Content development and scheduling marketing activities

***Oct 2013 – April 2017:* Kips Education System**

***Deputy Manager Marketing & PR***

Hired as Assistant Marketing Manager and was promoted in 2017. Was responsible for creating effective communication and marketing strategies and played an important role in organizational growth.

* Developed and implemented strategic marketing plans & budgeting.
* Created communications and media strategies to raise the organizational profile
* Managed ATL/BTL campaigns
* Lead a marketing team to develop and execute new concepts
* Monitored social media campaigns

***Nov 2012 – Oct 2013:* Warda Al-Hili Gen. Contractors. Al Ain, UAE**

***Senior Marketing Executive***

Was responsible for research, development of marketing material, and coordination in marketing activities. Developed key account relationships with clients and kept them updated in accordance.

***July 2011 – July 2012:* Zafar Catering and Event Organizers**

***Sales & Marketing Officer***

Was responsible for planning, organizing and execution of social and corporate events.

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| **EDUCATION** |

 **PNY Trainings -** *PMI Project Management Professional training (July 2018 - August 2018)***Hajvery University Lahore -** *Masters in Business Administration - MBA (2011)***Hajvery University Lahore -** *Bachelor in Business Administration - BBA (2010)*

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| **TOOLS & SKILLS** |

 **Core Skills:** Sales & Marketing, Team Building, Brand Management, Leadership, Event Management, Communication & PR

**Tech Skills:** Google Suite, Microsoft Office (Excel, Word & PowerPoint), Adobe Suite (Photoshop & Illustrator), In Page, Microsoft Power Bi