



Arif Yaqoob

Brand & Marketing Management Specialist



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January 20, 1986

PROFESSIONAL SUMMARY

- Self-driven, focused & detail-oriented professional having 15+ years of experience in business development, marketing operations, brand building, media/protocol management, national politics & promotional activities; possesses expertise in social media marketing, customer relationships management, key accounts/stakeholder management, project management, property management, financial management, costing, administration, strategic agility, KPIs, market & competitor analysis, visibility solutions and market intelligence/segmentation
- Active team player capable of exhibiting eminent multitasking abilities; highly skilled in product positioning & launch, category management and market share rating. Proficient at conveying skills in customer services and planning brand/marketing strategy to map potential customers, generate leads and accelerate business growth
- Performance-oriented professional with potential to propel organization to top tier of its industry by utilizing communication and management skills with knack of estimating expenditure and assessing needs & resources
- Level-headed professional with skills in strengthening public relations & streamlining processes, command on market data analysis with extensive knowledge of consumer behavior; skilled in orchestrating marketing strategies that grow brand performance. Has demonstrated ability in vendor, brand and portfolio management
- Articulate communicator capable of leading teams & projects to add value, reduce costs and improve financial & operational performance; excels at collaborating across departments; coordinates with staff to complete projects within budget. Has demonstrated success in negotiating win-win compromises & problem-resolution.

CORE STRENGTHS & ENABLING SKILLS

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|---------------------------------|---------------------------------|---------------------------------------|
| ▪ Brand Building & Management | ▪ Vendor & Contract Negotiation | ▪ CRM & Customer Loyalty |
| ▪ Marketing Management | ▪ Brand Positioning & Launch | ▪ Business Reporting Skills |
| ▪ Property & Project Management | ▪ New Business Development | ▪ Team Building & Leadership Skills |
| ▪ Media/Protocol Management | ▪ Risk Assessment & Mitigation | ▪ Communication & Presentation Skills |

NOTABLE ACHIEVEMENTS

- ✓ Served as Protocol & Media Advisor for various senior politicians, with complete understanding of addressing & resolving issues of public and development projects of different areas, including Sui Gas, electricity, roads, etc.

TOOLS & TECHNOLOGIES

Search Engine Optimization | Ad-Sense | Ad-Words | Microsoft Office Suit | Spreadsheets | Excel | Front Page of Microsoft & Open Source

PROFESSIONAL EXPERIENCE



Islamabad - Karachi, Pakistan

Worked as **"Manager Land & Projects"**, 11 Nov 2020 - 08 Nov 2022.

Responsibilities/Accomplishments:

- Developing and implementing marketing strategies and plans, while fostering positive relationships with business communities and army staff. Evaluating progress and formulating reports to deputy chairman
- Spearheading team of professionals, injecting motivation and conducting training needs analysis of team members while handling developing & executing plans for department in an effective and timely manner
- Directing, overseeing and coordinating daily operations, while ensuring timely completion of allocated projects in line with company's policies & procedures to participate in continuous process improvements
- Streamlined land & project operations, while leading planning & implementation of projects, and defining project's scope and goals. Skillfully coordinated with project staff, while scheduling project timelines
- Directed team, developed targets, assigned/allocated activities, and evaluated team's progress, while expertly securing deals and following up on deliveries and pending payments by using best fit practices

MCB Bank Limited, Chakwal , Pakistan

Worked as ***“Relationship Manager”***, December 2016 – January 2018.

Responsibilities/Accomplishments:

- Delivered support to branch customers, and providing solutions to meet their financial needs & achieve customer satisfaction. Oversaw banking trends and executed sales/products campaigns on social media
- Assisted customers in opening bank accounts, while actively ensuring strict compliance with KYC/AML guidelines, accounts opening policy & procedures, SBP policies & Circulars and Foreign Exchange Manual
- Analyzed emerging social/economic/business trends in market to ascertain avenues/opportunities and increase branch’s portfolio/business volumes. Dealt with customers’ enquiries and ensured resolution
- Supported bank auditors/compliance team & SBP auditors in executing branch audit/compliance review.

PRIOR EXPERIENCE

- Worked as ***“Relationship Manager”*** at FINCA Microfinance, Chakwal, Pakistan (March 2016 – May 2016)
- Worked as ***“BM/Operation Officer”*** at The Bank of Punjab, Pakistan (August 2014 – March 2016)
- Worked as ***“Credit Administration Officer”*** at Faysal Bank, Chakwal, Pakistan (March 2013 – July 2014)
- Worked as ***“Business Development Officer”*** at Bank Alfalah, Chakwal, Pakistan (April 2010 – April 2011)

PROFESSIONAL QUALIFICATION

- **Fair Treatment to Customers Training**, MCB (2018)
- **Aspire Retail Relationship Manager Certification**, MCB (2018)
- **Onboarding Level-I Training**, MCB (2018)
- **Gender Diversity Workshop**, MCB (2018)
- **Revised KYC/CDD/ AML Training**, MCB (2017)
- **Bank's Liability Products Training**, MCB (2017)
- **Leadership & Building Successfully Team Training**, BOP (2015)

PROFESSIONAL QUALIFICATION

- **University of The Punjab, Lahore, Pakistan (2009)**
B.Com