

Amna Arif

Objective

To pursue a career in dynamic organization, that offers professional growth and advancement opportunities in an innovative environment.

Education

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|-------------|--|------------------|
| 2008 - 2009 | University of the Punjab | Lahore, Pakistan |
| • | Masters in Business and Information Technology | CGPA 3.42/4.0 |
| • | Marketing Major | |
| 2004 – 2007 | University of the Punjab | Lahore, Pakistan |
| • | Bachelors in Business and Information Technology (Hons.) | CGPA 3.33/4.0 |
| • | Marketing Major | |
| 2002-2004 | Lahore College for Women University | Lahore, Pakistan |
| • | Higher Secondary School Certificate (Pre-Medical) | 785/1100 |
| 2002-2004 | Army Public School | Lahore, Pakistan |
| • | Secondary School Certificate (Science Group) | 724/850 |

Achievements

- Earned merit scholarships based on obtaining CGPA among top ten students
- Obtained 95 in Toefl IBT

Abilities

- Ability to develop clear, concise and comprehensive studies, reports and agenda items
- Work well under pressure
- Work well as a team as well as an individual
- Good communication skills in English, Urdu and Punjabi
- Self motivated and confident with ability to learn quickly
- Dedicated and committed to own career.

Skills

- Software Modeling: MS Visio
- Operating Systems: Win XP, Win 2000, Win Vista
- Microsoft Office: Access, Word, Power Point, Excel, Outlook
- Microsoft Great Plains Dynamics Certified (ERP Systems)

Academic Projects

- MBIT Thesis – Corporate Social Responsibility: A Philanthropic Approach or an Effective Marketing Tool: A Pakistani Perspective. Analyzed the various marketing campaigns used by multinationals, and the consumers response to those marketing activities
- BBIT Final Project: Automation of Admission System of Institute of Business and Information Technology

UNIVERSITY OF THE PUNJAB

September 2011 – Current

Lecturer, Marketing

Responsibilities:

- Currently teaching Marketing for Non-profit Organizations and Project Management through informative and research based contents.

BERGER PAINTS PAKISTAN LIMITED

June 2011 – August 2011

Asst. Marketing Manager

Responsibilities:

- Responsible to develop an annual marketing plan in conjunction with the sales department in order to meet agreed company objectives.
- Responsible to execute all aspects of integrated marketing plan, including advertising development and media placement, promotions, events marketing communications, sponsorships/partnerships, , sales support etc.
- To ensure consistent application of positioning and messaging strategy across all components of the marketing mix
- Support the development of the Brand strategy and positioning including the socialization and deployment throughout the organization

BERGER PAINTS PAKISTAN LIMITED

May 2010 – May 2011

Management Trainee Officer

Responsibilities:

- Participate in the assessment of the overall brand health understanding the drivers of strength and improvement opportunities
- Responsible to conduct regular research and specify market requirements/ongoing trends in regional/domestic paint industry and raw materials including monitoring of prices and future outlook
- Develop competitive analyses
- Track performance, including ROI, of specific initiatives and of overall marketing program
- Manage budget, billing and forecasting activity.
- Developing and editing content for publication in print and electronic media
- Launched the advertising campaign of Berger paints in collaboration with City Traffic Police Lahore to create awareness about traffic rules and regulations.

KAYA SYSTEMS PVT. LTD

May 2009 – Sep 2010

Business Consultant

Worked with Kaya Systems Pvt. Limited (A USA based services provider company, provides services to companies/individuals in USA, UK, Canada, Australia, South Africa, etc. who wants to outsource) for an year as Business Services Consultant.

Responsibilities:

- Research and report writing
- Developing business plans and performing multiple analysis according to customer requirement
- Database research, development, designing and Analysis

- Developing training content for the trainers in collaboration with US Based non-profit organization
- Developing content for website and article writing

MEMRB PAKISTAN PVT. LTD

Dec 2007 – Apr 2008

Free Lance Research Instrument Designer

Responsibilities

- Developing of research instrument according to research needs of the client
- Conducting and control of structured interview and transcription of the interview for data analysis purposes

Internship

- Served **Habib Rafiq International** in the capacity of Internee for a period of six months in Marketing and HR departments and had mainly been involved in Business Development Management.

Interests

- Reading, Music, Net surfing and improving my Communication Skills

References: Available upon request.