Amna Arif

Objective			
	To pursue a career in dynamic organization, that offers professional growth and advancement opportunities in an innovative environment.		
Education			
	 2008 - 2009 University of the Punjab Masters in Business and Information Technology Marketing Major 	Lahore, Pakistan CGPA 3.42/4.0	
	 2004 – 2007 University of the Punjab Bachelors in Business and Information Technology (Hons.) Marketing Major 	Lahore, Pakistan CGPA 3.33/4.0	
	2002-2004 Lahore College for Women University • Higher Secondary School Certificate (Pre-Medical)	Lahore, Pakistan 785/1100	
	2002-2004 Army Public School • Secondary School Certificate (Science Group)	Lahore, Pakistan 724/850	
Achievements			
	 Earned merit scholarships based on obtaining CGPA among Obtained 95 in Toefl IBT 	top ten students	
Abilities	Ability to develop clear, concise and comprehensive stu	dies 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, Outloo 	k	
	 Microsoft Great Plains Dynamics Certified (ERP Systems) 		
Academic Projects			
	 MBIT Thesis – Corporate Social Responsibility: A Phila Effective Marketing Tool: A Pakistani Perspective. Analyz campaigns used by multinationals, and the consumers re- activities 	zed the various marketing	
	 BBIT Final Project: Automation of Admission System of Information Technology 	Institute of Business and	

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 nonprofit 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.