

ANUM ABDUL MALIK

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Position in an environment where my skills, ability, comprehensive knowledge, natural leadership, and communication skills coupled with my academic attainments are maximized for the achievement of the organization's goals.

EDUCATION

2018 Master of Business Administration (MBA); Bahria University Islamabad

2012 Bachelor; Iqra University Islamabad

ACCOMPLISHMENTS

- Gold Medal in MBA
- Scholarships in MBA
- Winner of 2017 Ad Competition
- Distinction in Intermediate
- Distinction in Matriculation
- Experience of running my own clothing brand in partnership – An Entrepreneur

CAREER SUMMARY

DATES	POSITION	ORGANISATION
June 2023 to Present	Manager Marketing and Outreach	TMUC
May 2021 to May 2023	Project Lead for Pearson and Arden University, University of Bedfordshire & Instructor	Roots Ivy University College
Mar 2020 to April 2021	Instructor for HND & HNC	Roots Ivy University College
Oct 2019 to Mar 2020	Management Trainee HCM	FFBL
Jun 2017 to Aug 2017	HR, Marketing and Admin Intern	Zong International
Aug 2013 to Jun 2015	School Coordinator/Instructor	Froebel's International School
Nov 2011 to Jul 2013	Entrepreneur in Partnership	Brand: Noor Hamid, Islamabad

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EMPLOYMENT HISTORY

MANAGER MARKETING AND OUTREACH

TMUC

JUNE 2023 TILL PRESENT

RESPONSIBILITIES

- To lead and manage student engagement initiatives, including organizing events to foster a strong academic and social community.
- Develop and execute digital marketing strategies to enhance the university's online presence, utilizing social media platforms, email campaigns, and other digital channels to attract prospective students.
- Collaborate with academic departments to create promotional materials and content that highlight the university's programs, faculty expertise, and campus culture, driving engagement and admissions.
- To plan, organize, and execute annual Student Council Elections, ensuring transparency and student participation.
- Coordinate and manage educational symposiums, conferences, and guest lectures to enhance learning opportunities.
- Develop and implement strategic admission plans, setting program-wise admission targets and goals in alignment with university objectives.
- Conduct outreach programs and liaise with schools, educational institutions, and community organizations to promote university programs.
- Serve as the primary point of contact for prospective students, providing detailed information on the admission process and addressing inquiries.
- Review and evaluate student applications, considering academic records, test scores, extracurricular involvement, and recommendation letters.
- Oversee recruitment campaigns, including organizing promotional events, information sessions, and campus tours for prospective students and their families.
- Assess and recommend improvements to the current admissions process to enhance efficiency and student experience.
- Ensure the timely processing of student admissions paperwork, coordinating with relevant departments for seamless on-boarding.
- Maintain and update the university's database with current student information, ensuring accuracy and confidentiality.
- Collaborate with program directors to guide prospective students on course selection, financial aid, and fee structures.
- Support students through the application and acceptance process, ensuring a smooth transition from prospective student to enrolled student.
- Prepare and present reports on admission trends, outreach effectiveness, and recruitment metrics to university leadership.

PROJECT LEAD FOR PEARSON, ARDEN UNIVERSITY & UOB & INSTRUCTOR

Roots Ivy University College

MAY 2022 TILL MAY 2023

RESPONSIBILITIES

- To teach various Business Management courses.
- Attend faculty meetings to constructively evaluate student progress and determine improvement strategies for students.
- Be accountable for the effective communication of recruitment and admission policies and procedures throughout the University and to prospective students, teachers, and parents.

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- To prepare reports, policy documents and proposals for change for consideration by the Senior Management team.
- To provide advice to the Senior Management team regarding admissions policy, admission trends and future directions.
- To manage and direct the process of admission of students. Ensure the delivery of efficient service in relation to assessment, deposit receipt and other follow-up work. Monitor the process of assessment of applications, within guidelines, of applications for admission to coursework programs.
- To ensure the effective planning, management, and review of the course, adhering to specified monitoring and evaluation procedures.
- To manage entire admissions partnership portfolio and capitalizing on its existing partnerships.
- To plan and execute the Open days and Information sessions on and off campus.
- To plan and administer regular outreach activities to promote the programmes to prospective students.
- To manage all admission enquiries through various medium of communications.
- To implement the designated curriculum completely and in due time.
- Network with University and community resources to include creative active-learning experience.
- To provide support and assistance in the institute marketing campaigns through different communication channels, building positive brand awareness, and deliver advertising and communications activities which support student recruitment.
- Take initiative in any new program/course proposals following due process and in accordance with faculty strategy.
- To monitor patterns of student progression across the program/course with a view to addressing issues where necessary.
- To maintain an informed awareness of the importance to student learning of the employability, sustainability, inclusivity, internationalization, and digital literacy agendas and ensuring these are given sufficient presence within the curriculum.
- To evaluate the resource requirements of the program/course including but not limited to staffing, timetabling, equipment, and library resources.

VISITING INSTRUCTOR FOR HND & HNC

Roots Ivy University College

MARCH 2020 TILL APRIL 2022

COURSES

- Human Resource Management (HNC)
- Business Environment (HNC)
- Consumer Behavior (HND)

RESPONSIBILITIES

- To plan and prepare suitably assigned lectures and courses.
- Prepare reports and presentations utilizing appropriate software's.
- Monitor and report student attendance.
- To conduct assigned class at scheduled time.
- Provide feedback to students that will enhance their academic growth.
- To plan and execute effective classroom management practices.
- Perform other duties as assigned.

RESPONSIBILITIES

- Perform other duties as assigned.
- Evaluating and monitoring the work performance and progress of others
- Collaborating with managers to plan the work output for the organization.
- Aiding in the process of developing and instituting policies, performance goals and objectives.
- Gaining experience and perspective by working in different departments of the organization, such as personnel, merchandising, purchasing, customer services, sales and marketing.
- Creating projects and oral presentations.
- Participating in all aspects of the hiring process, including interviewing, hiring and then onboarding/training new employees.
- Analyzing company reports to evaluate the organization's inventory activity, gross profit and sales.
- Identifying trends and then developing recommendations based on the information gathered.
- Working with established client accounts.
- Observing and training with experienced staff to learn about the standards, procedures and methods used to be effective within each department.
- Learning about the various functions and operations for all employees, as well as the practices and policies that impact each phase of the business.
- Understand each department's (e.g., Marketing, Sales, HR) daily processes and goals.
- Provide administrative support (e.g., data entry).
- Assisting Interviews and preparing the helping material for them.
- Developing Mapping Model.

HR, MARKETING AND ADMIN INTERN

Zong International

JUN 2017 TO AUG 2017

RESPONSIBILITIES

MARKETING

- Collect quantitative and qualitative data from marketing campaigns.
- Perform market analysis and research on competition.
- Support the marketing team in daily administrative tasks.
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail, and web).
- Studied the consumer decision making process and analyzed buyer behaviors for several marketing projects.
- Prepare promotional presentations.
- Help distribute marketing materials.
- Help organize marketing events.

HUMAN RESOURCE

- Handling the channel management.
- Talent Management.
- Worked on HCM (Human Capital Management)
- Worked on retail service level management.
- Coordination of new hire orientations.
- Review new hire paperwork for accuracy and compliance.

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- Implementation of Salary slips.
- Issuing offer letters and experience letters.
- Attended job fairs for talent acquisition management.
- Arranged seminars and training on organizational work ethics.
- Conduct and schedule phone screens/interviews.
- Collected invoices and reimbursements of office and managers reporting to the Finance department.
- Research Human Resource Information Systems (HRIS) for cost, benefits, and features.

ADMINISTRATION

- Recorded and consolidated contents of daily conferences.
- Handle administrative requests and queries from senior managers.
- Organizing and scheduling appointments with admin software.
- Planning meetings and taking detailed minutes.
- Assist in all the functions of administrative units.

SCHOOL COORDINATOR/INSTRUTOR

AUG 2013 TO JUN 2015

Froebel's International School

RESPONSIBILITIES

- Work with principal, staff and parents on strategies that assist in continuously improving student achievement and instruction.
- Providing professional leadership to organize, administer, and provide support for a creative school program.
- Establishing an optimal learning environment within the school.
- Ensuring all school programs and activities conform to Education guidelines.
- Establishing a positive learning environment and responding to the individual needs of students.
- Communicating and working effectively and constructively with members of the school district.
- Plan, prepare and deliver lesson plans and instructional materials that facilitate active learning.
- Develop a scheme of work and tests that are in accordance with the established procedures.
- Instruct and monitor students in the use of learning material and equipment.
- Maintain accurate and complete records of students' progress and development.
- Provide a variety of learning materials and resources for use in educational activities.
- Participate in appropriate professional activities.
- Other duties as assigned.

ENTREPRENEUR IN PARTNERSHIP

NOV 2011 TO JUL 2013

RESPONSIBILITIES

- Recruiting, training, supervising and appraising staff, which included staff working at the store and workers working at the factory.
- Assisting the Boutique Head in managing budgets.
- Maintaining boutique statistical and financial records.
- Preparing promotional materials and displays.
- Meet sales goals by training, motivating, mentoring, and providing feedback to sales staff.
- Ensure high levels of customer satisfaction through excellent service.
- Complete store administration and ensure compliance with policies and procedures.
- Maintain outstanding store condition and visual merchandising standards.

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- Report on buying trends, customer needs, profits etc.
- Deal with all issues that arise from staff or customers (complaints, grievances etc.)

PROJECTS

COURSE: FINAL THESIS

Carried out quantitative research on the topic "Factors influencing the purchase intention of Organic Food". The study was based on primary research. The questionnaire was designed after merging three base articles. The research period of this study was from September 2017- January 2018. The tested hypothesis was proven to be significant, that the benefits of organic food, the threats of genetically modified food, health concern, readiness to gather information and readiness to make sacrifices have a significant impact on the purchase intention of consumers.

COURSE: NEW PROJECT DEVELOPMENT

Developed a new venture where customers could hire someone to be their eyes for buying, selling, and hiring property and cars, created an application for it and named it "Be My Eyes".

COURSE: ENTREPRENEURIAL FINANCE

Initiated a new business of delivering homemade Organic food for health-conscious people at their doorstep, named it "Doorstep Orgo". Developed a Marketing and management plan, Operations and support and completed financial planning and projection for it.

COURSE: PROMOTIONAL AND ADVERTISING MANAGEMENT

Introduced the detailed Promotional Mix and Consumer Decision Making model and buying behaviors of a niche market of a niche market, online fashion store "Popinjay.co". Created the concept of the flagship advertising and stood first in the Ad Competition in 2017.

COURSE: BRAND MANAGEMENT

Planned several branding techniques and marketing campaigns for Cafes and SME's which were readily accepted and implemented by them.

COURSE: STRATEGIC MANAGEMENT

Developed a detailed Strategic Marketing study on PepsiCo while focusing on their product "Aquafina". Also, planned a complete marketing strategy for the tourism startup Traverse Pakistan by analyzing the competitors, customers, potential customers, and the market to understand the marketing requirements and how these can be best implemented.

COURSE: BUSINESS COMMUNICATION

Planned and learned to develop several methods for business communication such as web-based, reports, memos, presentations, telephone meetings, forum boards etc.

COURSE: HUMAN RESOURCES MANAGEMENT

Developed Job Descriptions, held several activities and conducted in-house one to one and panel interviews and created Organizational HR practices.

COURSE: RECRUITMENT AND SELECTION

Created recruitment and selection roadmap to get the best applicant available who meets these best criteria.

COURSE: PROJECT MANAGEMENT

Identified scope, time, cost, and deliverables of a mega project in Bahria City golf club by Hassan Enterprises. Stated the possible risks and their counter strategies. Divided the major activities of the project and provided work breakdown structure. Also provided a handful of recommendations in the light of the problems mentioned in the report and the data gathered, that were eagerly accepted by the enterprise.

SKILLS

TECHNICAL

- Proficient Microsoft Office Suite – Excel, Word, PowerPoint,
- Proficient in Presentation skills.
- Excellent report writing skills.

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MANAGERIAL

- Efficient in coordinating and managing groups.
- Ability to work with various departments to finish necessary projects.
- Leadership skills.
- Analytical skills.
- Time Management.
- Problem solving.
- Decision making.
- Conflict resolution.

COMMUNICATION

- Proficient in Urdu, English, and Pushto.
 - Excellent interpersonal skills.
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