

SHUMAILA AMMAR

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PROFILE

HONORS

Gold Medal MBA session
2003-2004 for CGPA of
3.98

Honorable Mention,
highest MS CGPA for
batch

Merit Scholarships

Chancellor's List and
President's List

RESEARCH PAPERS

The influence of
subcultural beliefs on
attitudes towards socially-
sensitive advertising across
four provinces of Pakistan
(Journal of Basic and
Applied Scientific
Research, March 2014)

An Investigation into the
Recall of Persuasive versus
Informative Television
Advertisements
(11th National Research
Conference, June 2010)

Managing Change for
Sustainability: study of a
microfinance Institution
April (2010)

Tourism Marketing;
An Evaluation of
Strategies and Practices in
Pakistani Tourism
Industry
(Dec 2009)

An Analysis of the Voters'
Perspective of Political
Marketing in Pakistan
(Dec 2010)

Talented, results-oriented Marketing Professional with a record of accomplishment in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in directing the creation of marketing tools and steering the execution of marketing programs.

- Proposal Writing
- Strategic Planning (Marketing)
- Budget Preparation/Administration
- Direct Marketing Programs
- Advertising & Promotion Planning
- Market Research & Analysis
- Creative Design and Conceptualization

EDUCATION & CERTIFICATIONS

MS leading to PhD, Marketing, 2011 • SZABIST – Islamabad, Pakistan

MBA, Marketing, 2004 • Mohammad Ali Jinnah University – Islamabad, Pakistan

International Baccalaureate, 2000 • Norre Gymnasium – Copenhagen, Denmark

PROFESSIONAL EXPERIENCE

Lecturer of Bachelors of Business Administration

April . 2022 – Present

Northern University, Nowshera

Member of Visiting Faculty of university, taught two batches of BBA: 4th semester and final 8th semester students. Taught two courses of “Organizational Behaviour” and “Personality and Professional Development.” Sound knowledge of instructional techniques and classroom functions.

Selected Contributions:

- ✓ Developed course outline and arranged materials for “Personality and Professional Development” course.
- ✓ Developed assignments, quizzes, case studies and examinations for both courses. Monitored students’ progress and provided feedback for improvements.
- ✓ Assisted supervisors in final year students’ thesis work and subsequent presentations. Member of faculty thesis appraisal panel.
- ✓ Assisted in university administration duties as needed.
Active member of university’s admissions drive: prepared brochures, flyers, presentations for marketing of new admissions.
- ✓ Ability to maintain good rapport with students and faculty, while motivating students to achieve academic goals.

Project Proposal Writer and Liaison Officer

Jan. 2010 – Jan 2011

BRAC Pakistan

Develop strategies for BRAC Pakistan current and prospective programs as well as develop detailed grant proposals for submission to donors. Act as liaison between BRAC Pakistan and donors, ministries and related organizations.

Selected Contributions:

- ✓ Active participant of BRAC Flood Relief Program: preparing proposals (ERF, PIFREP, RAPID), representing BRAC at UNOCHA cluster meetings, conferences, reporting and field assessments
- ✓ Devised strategies and proposal for Social Development, Human Rights and Legal Services Program for Gujrat and Hyderabad districts
- ✓ Prepared proposal for Water, Sanitation and Hygiene Program for Lasbela, Quetta and Pishin districts of Baluchistan
- ✓ Designed and created BRAC Pakistan Annual Report, Profile, and other materials

EXTRA-CURRICULAR ACTIVITIES

Stage Secretary and Host,
University Conferences and
Seminars
SZABIST and MAJU

Vice-President Promotions,
Jinnah Finance Society
Spring 2003

Member of Shakespearian
Theatre Society
Fall 1999

Volunteer for Danish
Refugee Center
Spring 2000

Customer Services Agent
Jan 1999 – June 2000

K.V. Tjellesen's Pharmaceuticals – Rodovre, Denmark

Part-time position
working on the counter of
the Front Office
pharmacy and responsible
for Back Office collecting,
organizing, packing and
shipment of medications
and diverse.

- ✓ Prepared on a monthly basis, statistical reports, progress reports and At a Glance Reports
- ✓ Efforts to arrange grants from various national and international sources
- ✓ Prepared presentations to be given to various organizations at various events
- ✓ Coordination with various organizations, acting as liaison and working in collaboration to achieve mutual goals

Manager Marketing (Zanwa-Rustam project)

Feb. 2008 – October 2008

Manager e-marketing (Kya Hukam Hai project)

Apr. 2007 – Feb. 2008

Assistant Marketing Manager

Jun 2006 – Apr. 2007

Marketing Executive

Apr. 2006 – Jun 2006

MobileSync Pakistan Pvt Ltd.

Developed and managed a wide range of marketing tools, including promotional materials, direct-mail pieces, and Web site content. Defined and evaluated product marketing collateral, programs, and analyses. Maintained communication with management to ensure marketing activities aligned with business goals.

Selected Contributions:

- ✓ Devised strategies and action plans for various marketing and branding techniques of Zanwa-Rustam Associates (construction project)
- ✓ Designed and prepared; company logo, brochures, company profile, and all tender documentation
- ✓ Designed and led the e-Marketing campaign for Kya Hukam Hai project
- ✓ Demonstrated immediate talents upon hire and excelled to become Asst. Marketing Manager immediately after probation period.
- ✓ Prepared from scratch: company logo, tagline, various marketing material such as brochures, folders, stationary, product packaging etc
- ✓ Devised strategies and action plans for various marketing and branding techniques specifically related to launch of MobileSync services
- ✓ Close coordination with advertising agency, acting as liaison and working in collaboration to prepare media campaign

Program Associate (Career Woman Program)

Oct 2005 – Feb 2006

Career Pakistan

Defined strategy for and developed, executed, and managed comprehensive marketing plan encompassing integrated marketing initiatives. Coordinated between all participants of Career Pakistan; professionals, organizations and advisors to coordinate overall marketing effort in accordance with corporate goals. Planned and carried out market research and analyses.

Selected Contributions:

- ✓ Prepared “quotations” for various clients and delivered them through presentations e.g. delivered a presentation to Executive Committee of PPEPCA and to UNDP.
- ✓ Increased contract clientele from zero to 10 within one month by creation and implementation of highly effective marketing campaign.

Banquet Sales Executive

Dec 2004 – Oct 2005

Holiday Inn Hotel - Islamabad

Worked within a team environment to carry out a full range of sales & marketing functions as well as coordinating banquet activities. Provided direct support to Director Food & Beverage.

Selected Contributions:

- ✓ Sold various wedding, seminar, and meeting packages
- ✓ Prepared quotations for various clients and introduced concept of delivering them through presentations at client's premises
- ✓ Problem-shooting and complaint handling in Banquets