

ASIM MUKHTAR

Experienced CEO | Administrative Expert | Business Developer



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Johar town Lahore



PROFILE SUMMARY

Experienced professional with a proven track record in leadership, business development, and operational management across real estate, commercial woodwork, higher education, and hospitality. As CEO of Buraaq Associates, excel in driving growth and fostering client relationships. Skilled in administrative management, event planning, and marketing strategies, with a focus on delivering results and enhancing efficiency. Entrepreneurial and adaptable, committed to excellence and client satisfaction.

SKILLS HIGHLIGHTS

- Strategic Leadership
- Business Development
- Operations Management
- Event Planning
- Marketing Strategies
- Client Management
- Team Leadership
- Academic Administration
- Process Optimization
- Custom Woodwork
- Relationship Building
- Budget Management
- Market Analysis
- Project Execution

PROFESSIONAL EXPERIENCE

CEO

Buraaq Associates (Registered)

Real Estate & Commercial Wood Works (Kitchen Woodwork)

2021 – Present

- Lead business operations in real estate and commercial woodwork, managing end-to-end processes for client projects.
- Develop strategic plans for market expansion and oversee project execution to ensure quality and customer satisfaction.
- Cultivate partnerships and manage client relationships to drive business growth and maintain long-term success.

Deputy Registrar

Superior University, Lahore, Pakistan

2014 – 2021

- Oversaw university-wide administrative operations, ensuring adherence to academic regulations.
- Managed enrollment processes, academic scheduling, and student record systems for operational efficiency.

- Streamlined procedures and implemented policies to enhance student services and academic outcomes.
- Coordinated with faculty and staff to address student concerns and maintain a positive academic environment.
- Implemented technological solutions to improve administrative efficiency and data accuracy.
- Played a key role in institutional development by supporting accreditation processes and quality assurance initiatives.

Director of Student Affairs & Event Planning

Superior University, Lahore, Pakistan

2014 – 2021

- Launched and managed student support initiatives, enhancing engagement and academic success.
- Directed the planning and execution of diverse university events, ensuring optimal resource and budget utilization.
- Formulated and executed marketing campaigns to increase event participation and boost institutional visibility.
- Collaborated with faculty and staff to identify and address student needs, fostering a positive campus environment.
- Implemented innovative strategies to streamline event logistics and improve overall efficiency.
- Played a pivotal role in enhancing student satisfaction and retention through targeted support programs.

Business Development and Operations Manager

Ruby's Restaurants, Ambala, London, UK

2004 – 2014

- Increased customer footfall by 20% through effective marketing strategies and innovative campaigns.
- Streamlined operational processes, reducing overhead costs by 15% and enhancing profitability.
- Recruited, trained, and managed a high-performing team to deliver exceptional customer service.
- Conducted market analysis to identify trends, driving business growth and competitive advantage.
- Negotiated with suppliers to secure cost-effective, high-quality materials and ensure timely delivery.
- Enhanced customer satisfaction through continuous feedback and service improvement initiatives.

EDUCATION

Master of Business Administration

University of Wales
Institute, Cardiff, UK

Awarded: November 2010

Edexcel Level 7 BTEC Advanced Professional Diploma

London College of Accountancy
& Management, UK

Awarded: January 2010

Bachelor of Arts

University of the
Punjab, Lahore,
Pakistan

Awarded: 2002

LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- Punjabi (Basics)