



CONTACT

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SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Digital Marketing

LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- French (Basic)
- Punjabi (Intermediate)

KEY ACHIEVEMENTS

- Organized 50+ high-profile cultural events with international participation.
- Implemented Ads campaigns that boosted AFI's community engagement.
- Ensured 100% compliance with SECP governance requirements for 8 consecutive years.



PROFILE

Versatile and accomplished professional with over 9 years of leadership in administration, cultural management, SECP secretary, IT, and digital marketing. Adept at steering organizations toward operational excellence through strategic planning, compliance management, and innovative outreach solutions. Demonstrated success in building cross-functional teams, strengthening institutional processes, and delivering high-impact events and digital campaigns. Recognized for precision, creativity, and an unwavering commitment to excellence.



WORK EXPERIENCE

Alliance Française (ISB) NOV 2023 - PRESENT Deputy Director - Administration & Company Secretary

- Direct the administration, compliance, and governance framework of a leading cultural institution.
- Serve as registered Company Secretary with SECP, ensuring flawless filings and legal compliance.
- Leading sales and marketing initiatives while championing organizational visibility through Meta Ads campaigns, social media outreach, and digital engagement strategies.
- Spearhead international cultural events and collaborations, strengthening AFI's presence in diplomatic and corporate circles.
- Represent AFI in high-level meetings and partnerships, ensuring strong institutional relationships.

Alliance Française (ISB) May 2018 - Oct 2023 Company Secretary & Admin Officer

- Managed board governance processes including statutory returns, board meetings, and compliance records.
- Enhanced administrative operations with improved HR, scheduling, and vendor coordination.
- Delivered successful cultural events in partnership with embassies and international organizations.
- Designed promotional materials (Canva/Photoshop) and maintained AFI's website (WordPress).

Alliance Française (ISB) Aug 2016 - Apr 2018 IT & Student Affairs Manager

- Directed student management systems, scheduling, and database operations.
- Maintained IT infrastructure, resolved technical issues, and supported event setups.
- Ensured digital continuity through website and system management.



EDUCATION

Master of Business Management 2016 - 2018 Preston University (MBA - Project Management) GPA: 3.1 / 4.0

Bachelor of Science - Computer Science/IT 2011 - 2015 Preston University GPA: 3.8 / 4.0