

SUNDUS MUMTAZ

I'm an optimistic communications professional with experience across Marketing, Branding, and Strategic Communications in diverse sectors. Over the years, I've worked across Public Relations, Partnership Management, Brand Communications, Retail Marketing, and Digital Marketing. These experiences have continuously reinforced my fascination with how powerful communication can be in shaping perceptions and building meaningful connections.

What motivates me most is the ability to create real impact. I've always believed that good marketing goes beyond promoting products or brands, **it influences conversations, builds trust, and has the potential to shape how people think and engage with the world around them.** I also strongly believe in the power of determination and in seeing challenges as opportunities to learn and grow. As the quote goes, *"The only person you are destined to become is the person you decide to be."* With that mindset, I try to approach my work with curiosity, resourcefulness, and a proactive attitude, always aiming to contribute meaningfully and deliver results for the organizations I work with.

YEARS OF EXPERIENCE

07+ Years

EDUCATION

2017 Master of Business Administration –
Quaid-e-Azam University, Islamabad.

2015 Bachelor of Business Administration (*Distinction*) –
COMSATS University, Islamabad.

SKILLS

Design & Print
Illustrator CC, Picasa, CANVA & PowerPoint
Event Management
Digital Marketing
Vendor/Agency/PR Management
Retail Marketing/Branding
Copy Writing
Market Research
Delivering Training/TNA
Presentation Skills

CERTIFICATIONS

Branding - Basic Design Essentials
HubSpot

Social Media Marketing Certification I & II
HubSpot

Healthcare Kaizen - (Continuous Improvement for Everyone)
Shifa International Hospitals Limited

LinkedIn Marketing for Business
HubSpot

Basic Life Support (BLS)
Shifa International Hospitals Limited

Coursera
Digital Communications

WORK EXPERIENCE

PTR Inc. | Power Technology Research, California USA. (Remote)

Senior PR & Communications Manager, September 2023 – Present.

- Develop and Execute PR Strategies: Creating and implementing comprehensive PR campaigns to secure positive media coverage and manage the company's image in the public eye.
- In charge of all external relations/communications - Industry Magazines, Journalists, Trade Fairs, Exhibitions, and Conferences to establish PTR as a thought leader.
- Event Management: Planning and executing events, including product launches, press conferences, and industry conferences, to promote brand visibility. Direct and oversee all relevant material required while planning and executing participation in external conferences, webinars, podcasts, promotional videos, and other relevant avenues.

VTT Global | Strategy Management Consultants, Islamabad.

AM Marketing/Growth, January 2023 – August 2023.

- Managing the company's customer acquisition funnel (*Pakistan & Saudi Arabia*).
- Managing Digital Marketing/Digital Communications (*LinkedIn*).
- Managed all marketing activities for the company and within the marketing department to build tailored strategies aimed at growing market share.
- Market Research/Consultation for Marketing related Proposals and Projects.
- Working closely and cross-functionally with the Proposal writing/designing teams, Operations team, and Marketing team to implement growth initiatives.

Monochromatics | Women Empowerment Program, Bahawalpur.

Communications Specialist, Jan 2021 – December 2022. (Hybrid)

- Developing and managing the company's apparel business strategies, aligning with their goal of Women Empowerment.
- Managed communications digitally and on-site to build relationships with key stakeholders.
- Managing sales and overall business operations along with digital marketing.

Attock Petroleum Limited | Attock Oil Group, Rawalpindi.

Standards & Brands Executive, August 2018 – December 2019.

- Planning and implementing marketing strategies, ATL & BTL activities such as print ads, radio ads, events, POS, etc.
- Employees Engagement Activities.
- Managing consistent retail branding at 650+ APL retail outlets all over Pakistan.

FEW NOTABLE PROJECTS

- **Redesigning of the APL Lubricants' labels:** Under my supervision, with Retainer, the label designing process was undertaken, ensuring that it aligned with the newly devised branding strategy. The labels were created to be visually appealing, informative, and attractive to the target market.
- Designed on-site forecourt marketing campaigns tailored specifically for **APL's HOBC customers**. This involved leading comprehensive market research efforts with a specific focus on High Octane Blending Component (HOBC) customers on APL Sites in the KLI region of Pakistan.
- Designing & Developing *New Year Corporate Giveaways for years 2018 & 2019, HR Employee Handbook, Attock Oil Group Company Profile*, and others.
- Crafted **APL Digital Campaigns** – honoring the spirit of valor on 6th September (Defense Day), Eid Campaigns & Women's Day Campaign on-site & digitally.
- **CSR & Sponsorship Initiatives** – Green & Clean Pakistan with Civil Aviation at International Islamabad Airport Islamabad and Managed Sponsorship Events for Attock Sahara Foundation & Pakistan Army Polo Championship.
- With **Easy Paisa launched by Telenor Pakistan**, led the joint venture of deploying their communications efforts on the retail sites of APL all over Pakistan. This encompassed overseeing various marketing initiatives and campaigns aimed at promoting the brand and its services to a wide audience.
- As the sole female organizer, I successfully managed **the Sports Gala**, a major event with a significant number of participants, hosted at Shifa International Hospitals.
- **Inauguration and branding of APL COCO sites** in Karachi, Lahore & Islamabad – aligning all the on-ground activities with digital mediums.
- Developing and delivering presentations for **Mari Petroleum Corporation Limited, Asian Development Bank (ADB), British Council, JASARA**, and others at VTT Global.
- **Secured free speaking sessions** for PTR Inc. in global conferences: *Mobility Live Middle East, EV Innovation Summit San Deigo, 5th EV Charging Infrastructure Summit North America, EV Innovation Summit Abu Dhabi, Mobility Live Saudi Arabia, Vehicle Electrification Expo UK, GreenTech Festival Germany, ChargedEVs Virtual Conference and World Utilities Congress Abu Dhabi*.

ACADEMIC RESEARCH WORK

- Research work on Branding, Top Tea Brands of Pakistan,
- Proposed Research work on Sensory Branding & Brand Loyalty,
- Research work on Consumer Behavior, Personality & Impulse Buying,
- Research work on Consumer Behavior in the Food Industry of Pakistan.

- Planning forecourt activities during special occasions.
- Monitoring communications and consumer reactions including their feedback over all social mediums. (Handling negative feedback and passing it to the respective department for the right action in a specific course of time).
- Vendor Management
- Inauguration of APL coco sites/dealer sites.
- Planning, designing & developing APL Diaries & Calendars, and other branding materials.
- Media Management
- Measuring and reporting the performance of all marketing campaigns.
- Content creation and copywriting for marketing campaigns.
- Agency relationship management (RFPs, RFQs, briefing, shortlisting designs, approving designs) & maintaining relationships with corresponding teams.
- Planning and execution of new product launches and their launch marketing strategies.
- Planning and executing corporate social (CSR) activities.
- Developed & maintained social mediums for APL and ensured a consistent brand message delivery through these channels.

Shifa International Hospital | JCIA Hospital, Islamabad.

Training Associate, August 2017 - April 2018.

- Translate learning needs through learning needs analysis, and work on solutions.
- Planning, creating, and implementing training material.
- Crafting, developing, and delivering in-person & digital learning solutions.
- Event Management (Sports Gala, Town Hall Meetings, Independence Day celebrations, etc.)
- Prepare onboarding presentations, content, and assessments for learning platforms.
- Employee Engagement Activities.

MORE EXPERIENCES

1. Digital & Marketing Content Writer – Design Media (Remote)

January 2020 – November 2020

Internships/Training:

1. Habib Bank Limited – Marketing Department

06 to 08 Weeks Internship Program 2014

2. State Bank of Pakistan – All Relevant Departments

06 Weeks Internship Program 2015