

Introduction.

Results-driven Business Development & Marketing professional with 9+ years of experience turning data into deals and campaigns into growth. Blend an MBA in Marketing with an MS in Business Analytics to run performance-driven Meta Ad and lead-generation strategies alongside nationwide franchise expansion – closing 50 + campus partnerships while keeping brand, compliance, and financial operations aligned across every location. Equally comfortable pitching a boardroom or optimizing a funnel.

Professional Experience

Business Development & Marketing Manager | Roots International Schools & Colleges Head Office Islamabad.

Islamabad. Feb, 2017 – Present

Closed 50+ campus deals (12% YoY growth) and collected PKR 130M+ in royalties (23% YoY, 85% early). Managed PKR 1.5M/month in digital ad spend while training 500+ teachers annually and leading a 5-person creative team.

- **Strategic Growth & Franchise Acquisition:** Spearheaded nationwide franchise expansion by identifying high-potential markets and securing over 50 new campus deals through data-driven outreach and persuasive corporate presentations. 12% growth “YOY” in franchise sale development.
- **Digital Strategy & Lead Generation:** Act as the primary Meta Ad creator and lead gen campaign runner, designing targeted social media strategies that optimize audience engagement and consistently feed the Nationwide Franchise call & admissions open pipelines. Managing the monthly PKR1.5 million budget for digital marketing campaigns.
- **Nationwide Operations & Compliance:** Conduct regular nationwide campus visits to monitor brand compliance, perform operational audits, and ensure marketing standards are consistently met across all locations.
- **Event Management & Brand Visibility:** Orchestrate large-scale corporate events, participated in educational expos, and nationwide roadshows to facilitate network growth and maximize brand visibility.
- **Corporate Training & Staff Development:** Lead on-site training sessions to align Head-office staff with the latest digital marketing trends, branding protocols, and teaching pedagogies, subject driven techniques etc. Annually trained more than 500 teachers across Pakistan.
- **Financial Operations:** Streamlined financial processes by serving as the primary royalty collector, ensuring all franchise payments and royalty structures were managed accurately and on time. More than PKR 130 million in revenue collection of Franchise Sale. Also 23% growth YOY in royalty collection. 85% royalty collection is received before the time.
- **Creative Asset Production:** Managing with marketing team consisting of five members to produce high-quality creative assets using Canva, ensuring professional brand consistency across all digital and physical touchpoints.

- **Core Curriculum Instruction:** Delivered specialized lectures in Principles of Marketing and Marketing Management, to BBA students, fostering a deep understanding of foundational and business concepts.
- **Practical Industry Integration:** Bridged the gap between academic theory and industry practice by incorporating real-world case studies from over 9 years of experience in nationwide brand growth and market expansion.
- **Examination & Academic Oversight:** Orchestrated the preparation, administration, and invigilation of mid-term and final examinations while monitoring student performance to ensure academic integrity and compliance with institutional standards.

Education

Master of Business Analytics · [SZABIST Islamabad Campus](#)

Sep 2023 - Jan 2026

CGPA: 3.69/4.00

Master of Business Administrations · [Bahria University Islamabad Campus](#)

Sep 2014 - June 2016

CGPA: 3.03/4.00

Bachelor of Business Administrations · [KUST Kohat](#)

Oct 2010 - June 2014

CGPA: 3.23/4.00

Skills

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|---|---------------------------|
| • Lead Gen Campaign Runner | • Event Management |
| • Strategic Brand Management | • Data Analytics |
| • Performance Marketing Meta Ads | • Canva Designs |
| • Corporate Training | • Business Intelligence |
| • Royalty Management | • Financial Operations. |
| • Business Development & Franchise Acquisition. | • Stake Holder Management |

Certificates

- Digital Marketing
- Data Analytics & Business Intelligence
- Business Forecasting
- Foundation Data
- Judgmental Forecasting