

Contact

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Top Skills

Digital Marketing
Advertising
Grant Writing

Atif Mehmood Khan

Manager Fundraising | Resource Development | Relationship Management | Led High Impact Campaigns | Business Development | Marketing Communications
Islāmābād, Pakistan

Summary

Having extensive experience in fundraising, resource development, and donor relations. Adept at building and nurturing relationships with corporate and individual donors, driving revenue growth, and executing impactful CSR initiatives. With a background in corporate and retail relationship management at renowned organizations like Standard Chartered, Metro Cash & Carry, Indus Hospital & Health Network, and Akhuwat. I am currently serving as Manager - Resource Development at Al-Ghazali University.

Experience

Al Ghazali University
Manager Resource Development
August 2024 - Present (2 years)
Karāchi

- Led strategic fundraising and donor engagement initiatives to support university programs, projects, and institutional priorities.
- Designed and submitted grant proposals, securing funding from both local and international donors for key institutional initiatives.
- Established and maintained strong partnerships with corporate sponsors, SMEs, and philanthropic organizations to broaden funding opportunities and support networks.
- Planned and executed high-impact fundraising events, charity drive campaigns, and donor appreciation programs, enhancing stakeholder engagement and long-term relationships.
- Directed resource mobilization campaigns that significantly increased institutional funding and contributed to organizational sustainability and growth.
- Managed and executed Ramadan marketing campaigns, aligning fundraising and promotional activities with seasonal giving trends and community engagement objectives.
- Developed and implemented integrated advertising strategies across outdoor SMD screens, large-scale hoardings, print media, mail marketing, SMS

campaigns, and mainstream media channels to maximize outreach and brand visibility.

- Led digital marketing initiatives, including social media advertising, online donor engagement campaigns, email marketing, and performance-driven digital promotions to increase audience reach and campaign effectiveness.
- Coordinated multi-channel communication campaigns, ensuring consistent messaging across traditional and digital platforms while strengthening institutional reputation and stakeholder engagement.
- Analyzed campaign performance metrics and audience engagement data to optimize marketing strategies, improve donor acquisition, and enhance return on investment.

Akhuwat

Manager Resource Development

June 2023 - July 2024 (1 year 2 months)

Karāchi

- Identified and cultivated new donor relationships, including SMEs, corporate partners, and high-net-worth individuals, to expand Akhuwat's funding base.
- Represented Akhuwat at public forums, fundraising galas, and mall activations to enhance brand visibility and community engagement.
- Led and supervised donor outreach initiatives across business hubs, wholesale markets, and corporate sectors to secure sustainable partnerships.
- Organized and executed fundraising events to mobilize community support and generate institutional revenue.
- Delivered strategic presentations and executed targeted BTL (Below-The-Line) campaigns to promote Akhuwat's social impact initiatives.

The Indus Hospital

9 years 2 months

Area Manager - Resource Development

September 2017 - May 2023 (5 years 9 months)

Karachi, Pakistan

- Developed and maintained strategic relationships with corporate partners, philanthropic organizations, SMEs, and individual donors to support organizational sustainability and growth.
- Authored and secured successful grant proposals from local and international funding agencies for healthcare, patient welfare, and institutional development initiatives.

- Planned and executed fundraising campaigns, charity drives, donor engagement programs, and CSR partnerships to maximize fundraising outcomes and strengthen community support.
- Led Ramadan fundraising and marketing campaigns, increasing donor participation and enhancing organizational visibility.
- Designed and implemented integrated marketing and advertising strategies across digital platforms, social media, email, SMS, and mainstream media channels.
- Coordinated outdoor advertising campaigns, including large-scale hoardings, billboards, and SMD displays, to increase public awareness and brand recognition.
- Organized sponsored entertainment, recreational, and awareness events for pediatric cancer patients and their families, promoting emotional well-being and social inclusion.
- Cultivated partnerships with corporate sponsors and media organizations to expand outreach, secure sponsorships, and strengthen stakeholder engagement.
- Led community outreach, public relations, and awareness campaigns to increase donor acquisition, retention, and public support.
- Oversaw marketing communications and donor relations during the merger of Children Cancer Foundation with The Indus Hospital, ensuring seamless integration and continued donor confidence.
- Managed donor databases, campaign reporting, fundraising communications, and impact presentations to strengthen transparency and long-term donor relationships.

Team Lead - Donor Relations

April 2014 - September 2017 (3 years 6 months)

Karachi

- Maintained and expanded donor portfolios through targeted engagement efforts.
- Designed and executed marketing campaigns for fundraising and sponsorships.
- Managed donation box placements and collections across market hubs.

METRO/MAKRO Cash and Carry

Customer Manager - (Services, Companies, Offices)

January 2013 - November 2013 (11 months)

Karachi, Pakistan

- Identified and cultivated business relationships with corporate clients.
- Developed sales strategies based on market analysis and customer insights.

- Increased store sales volume through personalized engagement and targeted promotions.

Standard Chartered Bank Pakistan Limited

Relationship Manager

January 2008 - March 2010 (2 years 3 months)

Karāchi, Sindh, Pakistan

- Managed high-value client portfolios and provided tailored financial solutions.
- Achieved sales targets across banking products, including assets, liabilities, and investment planning.
- Ensured compliance with anti-money laundering regulations.

Axact

Assistant Executive - Sales and Support Department

February 2007 - December 2007 (11 months)

Karachi, Pakistan

- Assisted in CRM development for sales optimization.
- Monitored competitor strategies and pricing models to improve sales performance.
- Managed online marketing campaigns to generate high-quality leads.

Education

Hamdard University

Master of Business Administration (MBA), Marketing, Sales Management,
Product Management · (2010 - 2012)

Hamdard University

Bachelor of Business Administration (BBA), Marketing,
Advertising · (2002 - 2006)