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| Waqas Amjad Sethi |
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| objective |
| I’m seeking a Venture, Project or Career in a challenging, rewarding & diverse atmosphere, but not the everyday “run of the mill.”. The ideal role would be one which was full of creative opportunities for growth and advancement that will serve my strong desire for creation and achievement. I’m eager to utilize my strong work ethic, education, and expertise in area of Project Management, New Product Development, Human Relations, Management, Online & Offline Marketing & Customer Relations. |
| Skills Profile |
| * **Experienced Business & Project Manager offering 9 Years of success leading all phases of diverse technology projects;** degrees in MBA, MS in Project Management & Under Graduate Degree in Bio Chemistry, 9 Years of IT Project Management, Off-Shore Outsourcing, Business Finance, Operations & E-Commerce Experience and Setting Up Start-ups.
* **Excellent Business Strategist;** Plan and manage High Value projects aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains.
* **Excellent communicator;** leverage technical, business and financial acumen to communicate effectively with client executives and their respective teams. Having traveled abroad extensively for education and business and working with clients across the globe in cross cultural environment, I can utilize my communication and people skills effectively for achieving goals.
* **Expert in IT Project Management and Operations Management,** (SMEs), Off-shore Outsourcing, agile and Waterfall project management methodologies. Able to manage project teams and known for high-quality deliverables that meet or exceed timeline and budgetary targets.
* **Expert in Integration and Implementation of broad range of E-Commerce Supporting Platforms & solutions;** including shopping carts, merchant accounts, Membership sites, open source VOIP Technology & PBX Implementation. I am also expert in Digital Marketing such as Social Media Marketing, Email Marketing etc.
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| skills summary |
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| **Project Management:**Custom Software DevelopmentOff-Shore Outsourcing Call Center ManagementIT Project ManagementRequirements & ROI AnalysisCosting & Budgeting | **Marketing & Sales Expertise:**New Product DevelopmentNew Marketing Channel Creation. Online & Off line Marketing Expert. Social Media & Email Marketing Expertise.  | **Value-Added Leadership:**Cross-Functional SupervisionTeam Building & MentoringClient Relations & PresentationBusiness & IT PlanningVendor ManagementExcel based Financial Modeling |

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| Employment History |
| ANZ International Pvt Ltd, Entrepreneur / Director (Founding Partner) | 2005 — till Date |
| Lahore, Pakistan * Setup a Startup business, an IT and ITes enabled services providing Company targeting Off-Shore clients at various verticals.
* Responsible for Cross-Functional Supervision, Team Building & Mentoring, Client Relations & Presentations, Business & IT Planning, Vendor Management.
* Assisted Several Entrepreneurs (Info-Preneurs) across the globe in setting up online businesses, integrating E-Commerce Platforms, performing traffic generation and social media marketing& Back office management.
* Achieved **Level 12 Ranking** & **3rd Position** in the Customer Support & Virtual Assistance category in Highly Competitive Market Place & Earned business worth **PKR 50 Million** from Market Place Alone while executing **100 Plus** Projects across different industries across North America, Europe & Australia in category of Customer Support, Virtual Assistance, Administrative Support, E-Commerce Solutions, Online & Offline Marketing and Application Development.
* Since Inception, Helped earn Revenue of **PKR** **60 Million plus** till date with revenue jump from **PKR 8.6 Million to PKR 20 Million** from **2012 to 2013**.
* Designed and Executed Entirely New **Cloud based "Work from Home" Business Model** to achieve efficient Scalability, diversified services and improving quality and setting up Teams across Philippines, Pakistan, Sweden and India.
* Offered Consultancy and Mentoring for Call centers in new Marketing Strategies as well as building processes.
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| Pronto Promo Pvt Ltd, MBA Consultancy Project | 1/1/2007 — 8/1/2007 |
| Lahore, Pakistan* Developed &implemented an operating model for retail merchandising focusing on FMCG business & a 3 Years business plan.
* Developed an Excel based financial model for merchandizing with considerations of opening new office facilities in 4 Majors cities.
* Developed an HR guide for the merchandizing team covering issues such as recruitment, training, motivation, rewards, compensation and reporting structure
* Developed an effective model to convince the retailers for the deployment of merchandizing equipment after extensive Quantitative & Qualitative research studying both Supply and Demand side of retailing Across 5 Channels in 9 Cities across Pakistan.
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| MPS Call Center | 2004 — 2005 |
| Lahore, Pakistan* Responsible for Training & Management of Customer Support Department and setting up SOPs in accordance with the requirements of company's clients 9278, Radiant & Tel3 (US Based Companies)
* Coordination with Head office (Brooklyn, NY) and Clients in US for on time customer complaint handling and quality assurance; and to fulfill the demands of external and internal customers.
* Supervision & Traffic Controlling during Night Shifts for Inbound Call center operations.
* Was Part of the Team which was assigned a special job of setting up a Call center training institute. Built Processes and business model, Developed Training Courses for MPS call center Training institute.
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| The Resource Group | 2002 — 2003 |
| Lahore, Pakistan* Provided Customer Support to North American and European Clients on over 50 different accounts as Agent of Alert Communications, one of the leading California Based Customer Contact Centers Company in USA.
* Order taking, Complaint resolution and answering phones for various client offices was also one of my responsibilities.
* Was trained on Americanization, Accent Reduction, US Geography, Customer Service and Sales skills, Quality assurance and Process Knowledge.
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| Education |
| **Comsats institute of information technology, lahore** | 2013— Till Date |
| Masters of Science (MS) in Project Management |
| **sunway international university college, kuala lumpur, malaysia** | — 2008 |
| Advance Management Training & Development Program * MBA Specialization Courses in Supply Chain Management, Information Technology Management, International Business Marketing, Sales & Selling Skills.
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| **msd- government college university, lahore** | 2005— 2007 |
| Masters in Business Administration - MBA |
| **Government College University, lahore** | 2002— 2004 |
| Bachelors of Science - BSc. (Zoology, Botany & Chemistry |
| Trainings |
| * Nov 2010, 35 PDU’s (7 Days) Training “Project Management Professionals” by National Productivity Organization & Operations 360
* Jan 2009, 1 Day Training “Emerging Business Opportunities in the IT sector using RFID” by Sunway Business School, Kuala Lumpur, Malaysia
* Jan 2009, Lecture “Entrepreneurship” by Sunway Business School, Sunway International University
* Nov 2008, 1 Day training “Effective Leadership” by Highly Keen
* June 2008, 1 Day Training “Achieving Business Success through Quality Entrepreneurship”
* April 2008, 2 Days training “Customer Relationship Management” organized by National Productivity Organization
* Jul 2003, 3 Weeks Training “Customer Service, Telephone Etiquettes, Accent Reduction, Quality Manual, US Geography & Address Taking, Process Training,” by The Resource Group.
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