

# Syed Ayaz-ul-Ghani

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Karachi ■ Cell: 0092-300-8227245

■ [ayazulghani@gmail.com](mailto:ayazulghani@gmail.com)

## JOB OBJECTIVE

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I desire to continue my experience in marketing and marketing research wherein my knowledge of this field will be employed. I look to grow in a robust environment wherein I can further my career at the same time, benefiting the company that will provide compensation proportionate to my abilities.

## WORK EXPERIENCE

**PROMEDIA (Out-of-Home Advertising Agency)** D,  
Marketing Manager 2009 - Present

### AREA OF RESPONSIBILITIES

- ❑ Insure smooth working relationship with Dubai and Karachi offices.
- ❑ Ensure running trouble free **market research Real time** OOH (out of home) database tracking and monitoring software; successfully working in UAE.
- ❑ Data analysis to feed Dubai office. **Analysis including competition analysis, Expenditure analysis, Reach and Frequency ratios, CPM, GRP etc.**
- ❑ Brands management and OOH advertising communication
- ❑ Communication with clients and giving best quality services
- ❑ Planning and develop the advertising strategy of client's campaigns with team
- ❑ Develop Budgeting, Strategies and financial reports
- ❑ Close communication with Media Agencies and local and international OOH vendors
- ❑ Develop new mediums of OOH advertising.

### ACHIEVEMENTS

- ❑ **Developed Real Time Market Research Software of Out of Home (OOH) advertising industry currently working in UAE.**
- ❑ **Two New Products has developed for UAE Market will be launched next year.**

**SIGN SOURCE (Out of Home Advertising Agency)** D,  
Head of Research & New Mediums 2003 - 2009

**Sign Source** is the market player in the out door advertising industry in Pakistan.

### AREA OF RESPONSIBILITIES

- ❑ ATL & BTL researches. **It include Reach, frequency, locations, top of mind recall brands, content recall, company recall, competition brand recall, mediums. Both ATL and BTL.**
- ❑ Responsible in house researches.
- ❑ **Responsible to communicate research results to Marketing, Sales and campaigns designers.**
- ❑ Responsible online web services run smoothly. Uploading pictures and update information
- ❑ Gathering Desk research, secondary data
- ❑ Developed new mediums of OOH advertising.

## ACHIEVEMENTS

- ❑ Developed an Online web based interactive database for our clients to provide information access and updates their campaigns activities across Pakistan.
- ❑ Established the Research department
- ❑ Growth, 11% within a year after establishment of the research department
- ❑ Zero drop out client after offering in-depth researches and web base services.

## MARKETING RESEARCH LINK (MRL)

### Marketing Research Agency

Co-operate Accounts Manager

1994-2003

Marketing Research Link is the leading marketing research agency in Pakistan.

### Area of Responsibilities

- ❑ Manage overall business functions in the company
- ❑ Discuss First Initial Brief (FIB) with clients and draw the primary and secondary objectives
- ❑ In-depth proposal writing including methods of research, sample sizing, questionnaire designing, strategies and its implementation, define statistical analysis and techniques, and project costing.
- ❑ Draw the complete expenditure Vs Profit excel sheet for management.
- ❑ Quality assurance of both Quantitative and Qualitative projects.
- ❑ Run Initial Data (RID) of Quantitative researches.
- ❑ Write up Executive Summary.
- ❑ Collection of secondary database from various associations, government and private agencies.

## ACHIEVEMENTS

- ❑ In four years average increased growth 17%
- ❑ Developed quantitative dept.
- ❑ Opened company offices in Lahore, Faisalabad and Islamabad
- ❑ Developed field of 4 hired and 20 persons of each team and HR management

## CLIENTS PROFILE

**Multinational Clients** - Unilever, P&G, LU, EBM, Shell, Rafhan, Pepsi, Coke, Nestle, Philips, ICI, KFC, Domino's Pizza, Cupola, Citibank, RBS Bank, Meezan Bank, HBFC. MSD, Novartis

## EXPERIENCE IN VARIOUS MARKET RESEARCHES

- ❑ Brand Management
- ❑ Market Share
- ❑ Out of home advertising (OOH)
- ❑ Market Segmentation
- ❑ Demographic / Physiographic
- ❑ Retail Audit
- ❑ Consumer Satisfaction
- ❑ Media trends ON and Offline mediums
- ❑ Habits & Attitudes
- ❑ Pre & Post Research on Electronic/Print Media
- ❑ Product Concept Test
- ❑ Continuous Tracking Studies

## **ACHIEVEMENTS**

- ❑ Establish the Quantitative department in 1994.
- ❑ From 1994 to 2001 the average growth rate of the company was 16%.

## **SOCIAL RESEARCH EXPERIENCE**

### **APPLIED ECONOMICS RESEARCH CENTRE (AERC)**

Designated as a Centre of Academic Excellence

Research Analyst 1991-1994

- ❑ House and Housing Surveys for the House Building Corporation (HBFC)
- ❑ Role of Women in Housing and Housing Finance of Rural and Urban Households
- ❑ Shelter for Low Income Communities. Houses, Health, & Lifestyle were the key issues
- ❑ Karachi Master Plan-1986-2000 sponsored by Karachi Development Authority (KDA).

## **AREA OF RESPONSIBILITIES**

Responsibilities were all related to handling of statistical aspects as well as field supervision.

## **FREELANCE MARKETING RESEARCH PROJECTS**

- ❑ Market Potential of Sui Gas in Karachi sponsored by Southern Sui Gas for Social Work Department University Karachi.
- ❑ Trend of Ladies Fashion for Asian Management System Lahore bases organization.

## **STATISTICAL ANALYSIS SKILLS**

- ❑ Factor Analysis
- ❑ Cluster Analysis
- ❑ Cross Tabulation
- ❑ Statistical Tests

## **QUALIFICATIONS**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

1995-1997

## MAJOR IN MARKETING

### Institution

Adamson University, University of Philippine  
Karachi Campus

## MASTERS IN SCIENCE (M.Sc)

### MAJOR IN STATISTICS, WITH ECONOMICS & MATHEMATICS 1989-1990

### Institution

University of Karachi.

## ADDITION QUALIFICATION

APTECH, KARACHI

**Web Designing, E-Commerce** - Course on Certified Internet Webmaster (CIW)

## TEACHING EXPERIENCE

CBM	Media Planning	MBA	2 Years
Lyceum	Statistics	B.Com	1 years
Petroman	Software/Statistics		2 years

## COMPUTER SOFTWARE LITERACY

- MS-Office** – that includes MS Excel, MS Access, MS Word, MS Power Point
- SPSS - Statistics Package
- Web Designing
- E- Commerce

## PERSONAL INFORMATION

- Marital Status:* Married, two Kids
- Hobbies:* Net surfing, Watching movies, Social Work
- Driving License* Pakistan, Dubai
- References:* Available on request