

Contact

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Top Skills

Brand management
Business Development
Strategic Communications

Languages

Punjabi (Native or Bilingual)
English (Native or Bilingual)
Urdu (Native or Bilingual)

Certifications

The Fundamentals of Digital
Marketing
The Fundamentals of Digital
Marketing

Shumaila Noureen ✓#

Director Marketing at Multiple Management Solutions

Summary

Bilingual professional with a keen understanding of Google Analytics, brand promotion and driving strategy. A motivated Digital Marketing Consultant of impeccable character and promoting strong project management skills.

Resourceful Digital Marketing Consultant with an excellent track record of managing client relationships through dynamic social media, technical and strategy design skills. Team-oriented and dedicated with knowledge of data analytics and Google AdWords.

Experience

Multiple Management Solutions

Director Marketing

October 2017 - Present (2 years 8 months)

Lahore, Pakistan

Lead the annual strategic planning process for MMS.

Support the President and CEO of MMS defining growth strategies, developing operational plans, and driving implementation.

Provide cross-business and cross-divisional leadership in the areas of strategy formulation, country analysis, industry/market analysis, competitor benchmarking, and strategic alliances/partnerships.

Partner with business, marketing and technology leaders across MMS to identify new growth initiatives, particularly in Software, IoT and connected technologies, advancing digital transformation.

Apply strategic insight and analytical rigor to drive deep-dive market assessments and business case analyses of new, breakthrough growth opportunities and emerging/disruptive industry trends.

Work closely with MMS Core Team and global corporate leaders to develop local capabilities in offering management, digital marketing, and commercial excellence.

Develop the talent pool by leading and participating in related training programs.

Provide leadership, guidance and coaching for members of the MMS Strategy & Marketing team.

Upwork

Professional Freelancer

2017 - Present (3 years)

Lahore, Pakistan

Social Media Marketing

Search Engine Optimisation

ClickFunnels

Graphic Designing

Web design and development

Branding / Marketing Strategy

Data analytics

Mobile/ web App Development

Fiverr.com

Freelancer

December 2016 - Present (3 years 6 months)

Graphic Designing

Web development and designing

Market plan analysis, budgeting campaign design and launch

Landing pages (ClickFunnels)

Social Media marketing with confirmed traffic to customer's online resources and sales lead generation

TresRoyal

Co CEO

October 2016 - Present (3 years 8 months)

Lahore, Pakistan

CHIP Training and Consulting (Pvt.) Ltd.

Union Council Communication Support Officer

October 2011 - April 2013 (1 year 7 months)

Lahore

Leading and Supervising for social mobilization

1. Support Social Mobilizers (SMs) in educating the community about polio eradication and routine immunization
2. Identify, recruit, train (build capacity of SMs on skills, effective counselling such as partnership building, planning, etc) and supervise them
3. Facilitate SM induction, training as well as all fresher trainings with the help of line managers
4. Provide exhaustive field orientation and on the job training to SMs

Relating and Networking (Community engagement)

1. Identify NGOs and CSOs who can facilitate social mobilization activities and conduct social mapping
2. Identify and motivate religious leaders, elders, schools and other local influencers particularly in resistant pockets to support PEI
3. Plan and coordinate social mobilization activities with NGOs
4. Develop partnership with Medical Officers (MOs)/ Executive District Officer (EDO)/ Supervisors/ health workers to plan and implement activities
5. Facilitate regular social mobilization working group meetings.

Planning and Organizing

1. Tracking and mapping of highest risk areas for communication activities
2. Identify Information Education Communication (IEC) requirements and distribution plan and coordinate with necessary partners to ensure implementation
3. Ensure influential religious leaders, elders, etc are included in the team microplans
4. Assist in preparation of SM work plan and IEC activity plan and coordinate with necessary partners to ensure implementation

Implementation and Monitoring

1. Monitor effectiveness of SMs and the activities conducted by him/her
2. Ensure orientation of Religious and Community leaders at town level
3. Conduct meetings and events with leaders before each NID/ SNID to motivate and mobilize them
4. Ensure quality of log refusal books and data correspondence to planned activities respectively

Tehweel Al A'maal

Manager Marketing and Commercial

June 2010 - September 2011 (1 year 4 months)

Karachi

1. Design, implement, and facilitate annual marketing plan. Support and facilitate development and implementation of business/marketing plans.
2. Plan and administer the Marketing Operations budget.
3. Organize and implement client relations including:
 - Client satisfaction surveys
 - Client development activities
 - Special events
4. Oversee business development activities.
5. Oversee corporate communications activities including:
 - external communications and systems

- internal communications and systems
 - public relations efforts
 - external vendors and consultants
6. Develop and administer marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
 7. Oversee firm's electronic marketing efforts including supervision of Web site design and maintenance.
 8. Managing internal/ external business/ customer's contracts.

Crescent Bahuman Ltd
 Assisstant Manager Marketing
 May 2008 - May 2010 (2 years 1 month)
 Lahore, Pakistan

Custodian of the Brands/buyers business with the factory.
 Preparing sampling and production reports.
 Communication with the buyers regarding sampling, production, visits and meetings.
 Collecting the customer's product information and comprehending the information.
 Conducting the âpackage and request hand overâ meeting with the product development team and to ensure that the customer requirements are properly understood by the product development team.
 Confirming and/or negotiating deadline with the customers.
 Reviewing all samples prepared by the development team and ensuring that these are made according to the specifications.
 Giving internal approvals for production preparation and planning.
 Preparing costing data for the developed samples and formulating prices.
 Negotiating the prices with the buyers.
 Issuing Production Orders to the factory and conducting meeting with the planning team for discussing products, their types and possible lead-times.
 Reviewing all samples prepared by the development team and ensuring that these are made according to the specifications
 Follow-up with product development team to ensure that there are no obstacles & delays in achieving the customer deadlines.

Follow-up on the procurements, to ensure smooth operations of the production process

Undertaking necessary steps based on the circumstances and situation to ensure timely dispatch of consignment.

Education

International Islamic University, Islamabad
MBA Marketing, Business Administration and Information Technology · (2006 - 2008)

International Islamic University, Islamabad
BBA-ITM, Business Administration and Information Technology Management · (2003 - 2006)

PAF Model Inter College Sargodha
HSSC, Computer Science · (2001 - 2003)

PAF Model Inter College Sargodha
SSC, Computer Science · (1999 - 2001)