



# WAQAS ARSHAD CH.

"Seasoned Marketer Orchestrating 16 Years Growth."  
Chief Marketing Officer

## ABOUT ME

"Innovative and results-driven Chief Marketing Officer with a proven track record of driving revenue growth, cultivating strategic partnerships, and leading high-performance teams. Bringing 16 years of expertise in creating impactful marketing strategies, fostering client relationships, and delivering exceptional results in dynamic business environments."



+92 325 122 0055



waqas.arshad7031@gmail.com



waqas.choudhary@wezsol.com



Cavalry Ground ,Cantt Lahore

## LANGUAGE

- English (NATIVE)
- URDU (NATIVE)
- ARABIC (Fluent)

## EXPERTISE

- Strategic Leadership
- Integrated Marketing and Sales Approach
- Data-Driven Decision-Making
- Global Market Expansion
- Customer-Centric Focus
- Effective Cross-Functional Collaboration
- Revenue Optimization
- Risk Management and Adaptability

## EXPERIENCE

**WEZSOL Pvt Ltd.**

**LAHORE.**

**December- 2022 To Till NOW**

**CHIEF MARKETING OFFICER ( CMO )**

- International Business Development
- Inter.Client Relationships, Partnerships and CRM
- Sales,Marketing and Management
- IT techs Awareness and online meetings
- Global Market Understanding
- Cross-Cultural Communication
- Strategic Partnerships, Negotiation , Compliance and Risk Management.
- Team Leadership , Data-Driven Decision-Making
- Customer-Centric Approach

**ZEOZ ( Consumer Mobile Application )**

**LAHORE.**

**Jan- 2021 To November 2022**

**Head Of Business Develops & Venture Capitalisations inclusion 1 Year 10 Months**

- International Marketing Strategy
- Venture Capital Relationship Management
- Investor Communication , Global Product Positioning
- Market Research and Analysis
- Regulatory Compliance , Diversity and Inclusion Initiatives
- Performance Metrics and Reporting



## EXPERIENCE

**360 Marketing Network Pvt Ltd**  
**LAHORE**  
**Jan- 2017 To November 2020**

• **Head Of Marketing and Sales**  
**2 Years 10 Months**

Prime role was to oversee whole **END TO END** services to our corporate clients by providing every kind of Marketing services according to their requirements ,

- Developing A Marketing Plan , Budgeting ,
- Forecasts and growth analysis

I am a well known and recognised to 700+ Brands for

- Marketing and advertising using all 360°tools from
- social media ,Digital media marketing ,Online
- marketing management tools SEO , Google Adverts
- Campaigns, YOUTUBE STUDIO ADS, TVC's and
- Commercial Ads,
- Production of ADS to Onair services at multi Interfaces
- and Media Channels.

## CAREER SUMMARY

**ONE Financial Markets ,LONDON UK**  
**Brixton , Holborn London**  
**October 2014 To November 2016**  
**2 Years**

• **Senior Business Development Manager**  
<https://www.onefinancialmarkets.com>

**Blue Berries International LLC.**  
**DUBAI , UAE**  
**May 2012 To September 2013**  
**1 Year 4 Months**

• **Marketing Manager**  
[blueberrygroup.co](http://blueberrygroup.co)

**ALPARI Inc. ( Financial Markets )**  
**Central LONDON , UK**  
**April 2010 To March 2012**  
**2 Years**

• **Marketing Manager**  
<https://alpari.com/>

**Orridge & Co LONDON United Kingdom**  
**Central LONDON , UK**  
**October 2009 To March 2010**  
**6 Months**

• **Brand Marketing Executive**  
<https://orridge.eu>

**TNS KANTAR Market Research**  
**Central LONDON , UK**  
**December 2008 To July 2009**

• **Market Researcher Intern**  
<https://kantarc.com>

**6 Months**



### CERTIFICATIONS:

- **Investment banking**  
Series 6 License  
LSE ( LONDON STOCK EXCHANGE)  
JUNE 2009
- **Stock Broker & Trading**  
ALPARI INC.  
Oct 2010
- **Effective Presentation Certified**  
HP ( hewlett-Packard )  
March 2020

### QUALIFICATIONS:

- **MBA ( international Marketing ) 120 cr Hrs**  
ANGLIA RUSKIN UNIVERSITY ,  
EAST LONDON , UK  
December 2009 To March 2012  80%
- **P.G.D.M (Business Management & Strategic Planning)**  
LEVEL-7  81 %  
Norbury College West London,UK  
CAMBRIDGE ,UK  
March 2008 To October 2009
- **Bcom ( IT )**  61%  
University Of Punjab , Lahore  
Pakistan  
March 2005 To July 2007
- **Fsc ( Pre-Engineering )**  74%  
Punjab Group Of Colleges ,MULTAN  
Pakistan  
Jan 2003 To Feb 2005

### DECLARATION:

"I am a dedicated professional committed to achieving excellence through innovation and collaboration. My skills, experience, and passion drive success in every endeavor, fostering continuous growth and impact."