

SIBTAIN FRAZ

House No 13 Block C, Shah Rukn e Alam colony Multan, Pakistan.

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Sibtainfarazx@gmail.com



PERSONAL INFORMATION

- Father's Name Muhammad Sarfraz Wafa
- Date of Birth 12-03-1990
- Marital Status Married
- NIC Number 35202-7629385-5
- Nationality Pakistani

ACEDAMICS

- **M.Sc. Mass Communication** 2012
Department of Communication Studies, (BZU) Multan, Pakistan. **CGPA 3.04/4**

PROFESSIONAL PROFILE

A talented, results-driven Professional and have worked for a progressive organization in a highly motivating and challenging environment that provides the best opportunities to grow and utilize my potential to the fullest to achieve the organization's goal while achieving my personal goals.

STRENGTHS

- Forward planning and strategic thinking to achieve the goals.
- Problem solving and decision-making abilities.
- Have flair and excellent skills for Organizing, Administrative and Co-ordination activities.
- Sincere, hardworking and dynamic personality with proven track records.
- Excellent Communication Skills: Spoken, Written, Presentational.
- Efficient at multi-tasking and working in a fast paced environment; able to manage time, handle pressure and meet deadlines.

ORGANIZATIONAL EXPERIENCES

BAYER PAKISTAN (PVT.) LTD.



Sales Specialist

Duration: January 10, 2022 – Till Date

Duties & Responsibilities:

- Providing product demonstrations to staff and clients, and taking the lead in resolving complaints.
- Analyzing sales team performance and scheduling training/refresher sessions accordingly.
- Conducting market research and sharing findings with the team.
- Working alongside the team to draw up strategies to increase customer base.
- Setting sales targets and implementing incentives.
- Providing accurate sales forecasts and allocating resources so targets are met.
- Managing a network of vendors and suppliers.
- Maintaining excellent relationships with customers that are built on trust, and encouraging the rest of the sales team to follow this example.

PAKISTAN CIVIL AVIATION AUTHORITY (PCAA)



Communication Officer (PBB Passenger Boarding Bridge) MIAP

Duration: February 11, 2020 – December 31, 2021

Duties & Responsibilities:

- Coordinate all external/internal activities of the communications department
- Active Monitoring of all communicational activities.
- Establish and maintain positive working relationships with higher management.
- Other duties as assigned by supervisor.

Communication Assistant

(PBB Passenger Boarding Bridge) MIAP

Duration: January 01, 2016 – January 13, 2020

Duties & Responsibilities:

- Being responsible and rectifying any malfunctions related to the PBBs so that no damage could come to them which saved millions in rupees. This was achieved via a set of limit switches to constrain the PBBs movement around the rotundas, cab areas, canopies and tunnels of the jet bridge
- Calibrating and fully adjusting the distance sensors for the jet bridge in the cab area
- Other regular maintenance involving jet bridge

DYL MOTORCYCLES LIMITED



Coordination and Communication Assistant

Duration: January 14, 2013 – November 16, 2015

Duties & Responsibilities:

- Help implement communications strategies
- Provide administrative support to marketing teams
- Assist in maintaining and executing social media strategies
- Facilitate effective internal communications
- Prepare presentations and reports

ACHIEVEMENTS

- Attempt in the CSS exams of 2013
- Actively participated in dramatic activities like “Indo-Pak Drama Festival 2007” at GCU Lahore as **Assistant Production Manager**.
- Acknowledgement Award for the best Event organizer in University.
- College representative at “World Performing Art Festival 2006 at Rafi Peer Theater” Lahore.

EVENTS PARTICIPATION

- Youth employment problem conference at BZU
- Role of electronic media in rural areas at BZU
- Media ethics & Mass Media Today at BZU

CERTIFICATES

Linux end user system by Pakistan computer Bauru Ministry Information and Technology
3- Months MS Computer Course GTTI Multan.

KEY SKILLS

- Enjoy bearing responsibilities
- Always willing to learn more tasks
- Ability to work individual and as a teamwork
- Fluent in English, Urdu, and Punjabi.

REFERENCE

Will be provided on demand