

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**
- **B.A Humanities**
Punjab University (PU), Lahore, Pakistan. 2009 **54%**

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:

- Coordinating the sales team and assisting with recruiting and training new hires.
- 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.
- Keeping up-to-date with advancements in marketing.



PAKISTAN CIVIL AVIATION AUTHORITY (PCAA)



Assistant Manager Communication (PBB) MIAP

Duration: February 11, 2020 – December 31, 2021

Duties & Responsibilities:

- Coordinate all external/internal activities of the communications department
- Ensure that all communications and marketing material aligns with organizational goals.
- Assist senior management in development of communications strategy by considering the scope of work of Organization
- Implement communications strategy considering the scope of work of organization
- Active Monitoring of all communicational activities.
- Establish and maintain positive working relationships with higher management.
- Other duties as assigned by supervisor.

Communication Assistant (PBB) MIAP

Duration: January 01, 2016 – January 13, 2020

Duties & Responsibilities:

- To maintain constructive, purposeful, trust based and sincere relations with all colleagues working above or under whether directly or indirectly associated.
- To continuously upgrade own knowledge, skills, attitude and application to become more valuable member.
- To update management and other concerned with any development, internal or external, which can be of help to improve quality, provide better services and effectiveness and efficiency.
- To participate in all meetings and assignments as required by the management.
- To maintain highest standards of honesty and integrity in all disciplines.

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

- 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