

# Saad Munir

Resume: [www.SaadMunir.com](http://www.SaadMunir.com)

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FAST Business School,  
National University of Computer & Emerging Sciences  
Lahore Campus, Block-B, Faisal Town, Lahore  
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## Job & Business – EXPERIENCE

- Sep'10 till Present     **Punjab Board of Investment & Trade, Government of Punjab.**  
*Marketing and Research Associate*
- Develop and execute communication and marketing strategy for investment promotion in Punjab
  - Develop Online Investment Map for Investors, Traders and Business community to find opportunities in Punjab
  - Develop and market Website and social portals (<http://pbit.gop.pk>)
  - Market and promote Punjab government products and initiatives to foreign investors
  - Liaise and conduct high level local and foreign delegations
  - Identify potential opportunities to benefits trade and business to and from Punjab
  - Prepare marketing and communication plans including marketing collateral, documentaries, brochures, advertisements and events
  - Organize local and international investment conferences, including advance delegation trips and follow-up visits
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- Sep'09 to Present     **GRBSOL Ltd. UK**  
*Co-founder & Dir. Web Marketing*
- Established and registered the company in U.K under Company House.
  - Developed services and reputation in
    - Business Planning
    - Web Business Analysis
    - Feasibility Development
    - Marketing Planning
    - Freelance Services
    - Blog Design & maintenance services
    - Content Development
  - Control & Monitor the HR and Operations Teams.
  - Developed the in-house accounting system
  - Developed the performance measurement system
  - Expanded the horizon of services
  - Increased outreach to global clientele
  - Run and managed multiple marketing campaigns online
  - Managed and developed solutions to miscellaneous business related issues
- Currently Business is managed and run by a dedicated team in Pakistan and U.K.
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- Jan'11 till Present     **Al-haadi Foods**  
*Co-Project and Marketing Management*
- Initiated the processed Pickle feasibility & marketing plan
  - Developed and managed the packaging
  - Co-managed the distribution channels
  - Developed online social appearance
  - Co-managed operations

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Jun to Oct 2008      **GALLUP International**  
*Project Coordinator*

- Have worked in Marketing & Procurement Department, key responsibilities include web marketing and coordination with internal departments.
- Have coordinated three IT research projects.

### Internships

Feb-Apr 2008      **LOTUS – CLIENT MANAGEMENT PUBLIC RELATIONS COMPANY**  
*Intern*

- Have created awareness about the company and its services through promotional seminar.
- Have worked as an HR consultant for recruiting 3 “Publicity Assistants” for the company.

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Jul-Aug 2007      **ZONG - CHINA MOBILE COMPANY**  
*Intern*

- Developed brand strategies for two new packages “Party Time” & “Extra Time”.
- Designed and organized promotional campaign in different universities of Lahore for the marketing of two given packages.

### Consultancy & Freelance

May'09-Dec'10      **USMAN RAHMAN ACADEMY For CFA**  
*Project Consultant*

- Developed and Implemented business plan for the academy: [www.usmanrahman.com](http://www.usmanrahman.com)
- Developed web-marketing campaign for the launch and operations of the academy.

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Jun to Oct 2008      **International Field & Tab (IF&T)**  
*Business Initiative Support*

- Provided marketing and business support for the development of the new Research based company
- Initiated the website [version 1], logo and marketed it online

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Oct'12 till present      **Ice-Age Industries (PVT) Ltd.**  
*Project Consultant*

- Development of online appearance
- Streamline sales through website
- Develop website
- SEO/SMM for the new website
- Providing relevant advisory for increasing sales

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Apr to Jun '12      **Value Financials Services & Advisory (VFSA)**  
*Project Consultant*

- Developed online appearance
- Developed website
- Basic SEO/SMM for the new website
- Providing relevant advisory for increasing online sales

### SKILLS

#### Business Management

- Quick Solution developer
- Effective and motivating management
- Ability to control and lead teams
- Human Resource Management (hiring, performance management, training and resource allocation)
- Financial and Accounts management

#### Business Planning Skills

- Business Plan Development
- Basic Financial Planning
- Feasibility Development
- Marketing (online & offline) Planning
- Brand Creation

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**Entrepreneurship Skills**

- Excellent business opportunity identification skills
  - Professional Negotiator
  - Team Development and Management
  - All-round business kick off and management skills
  - Client/customer business relationship building
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**SEO / SMM**

- Excellent Wordpress and Joomla design and management
  - Backlink Development
  - Search Engine analysis and Management
  - SEO / SMM strategy and execution
  - Keyword Researching
  - Competitor SEO / SMM analysis
  - Excellent with Google Analytics, Webmaster and other relevant tools
  - Pro-active learner and professional operator
  - Creative social media engagement skills
  - Able to tweak basic php and Html
  - Excellent Content Writing
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**Communication**

- Languages Speak: English, Urdu
  - Professional English Writing skills (business and informal)
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**Other IT Skills**

- Professional user of Microsoft applications (Excel, Word, Powerpoint, Outlook)
  - Basic Level Corel Draw & Paint (modification images for quick use purposes)
  - Excellent Windows user for data management and working
  - Internet Savvy
  - Vbulletin Forum installation, management and designing
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**Interpersonal Skill**

- Professional team player and leader skills
- Respects professionalism and business ethics
- Motivational and positive personality

**Interests & Activities**

- Food hunter, always exploring new cuisines
- Passionate City Traveller
- Always seeking interesting conferences, workshops to nourish skills
- Working on different side projects for welfare and contribution to humanity
- Counselling and advisory to friends and colleagues where possible
- Participated in several business idea competitions

**Education**

June '05- Dec 2009

**FAST School of Business, NUCES***(National University of Computer and Emerging Sciences)*

Lahore Campus.

Degree in Bachelor of Business Administration

- Majors in Marketing & HR
  - Initiated FAST Business Club (Best Practices), to cover gap between business students and industry.
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For Endorsements and References, please click on the link to my website below.

[SaadMunir.com/endorsements](http://SaadMunir.com/endorsements)