

## Muhammad Ibrahim Asif

Marketing Professional

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## Synopsis

A determined, persistent, and a self-motivated marketing professional with 5 years of unique, cross functional professional experience. Ibrahim displayed initiative and courage early on to take up a leadership role by starting up his own business while still in university, first in the marketing industry and later in the niche sector of glass design. He draws from his wide-ranging experience to perform under pressure and when faced with challenges, not just coming up with out of the box solutions but implementing them with proven results.

## Professional Experience

Mar '16 – Jan '19

### PAKLITE

#### Strategic Planner & Developer

At PAKLITE I took a lead in and had an impact on several departments and projects of strategic interest to the director with a core responsibility of marketing.

#### Marketing

- Created and managed the integrated marketing strategy
- Planned and Implemented an **E-Data collection for trade-shows**, to streamline marketing and sales efforts.
- Initiated and managed online advertising campaign via google ads which **increased leads by 84%**
- Launched Hubspot as a **CRM** to manage and nurture leads into sales

#### Operations

- Led the establishment of an 11,000 sqm remote storage and processing facility in Abu Dhabi to **lower operational costs from AED 220/ton to AED 100/ton**
- Established 10,000 sqm storage facility in SAIF Zone to increase material handling & processing capabilities from **1000 tons/month to 5000 tons/month**

#### IT

- Planned, Implemented and administrated **Office 365** in the organization as the core working platform
- Planned and implemented the adoption of Sharepoint, Power BI and Teams

#### Management & HR

- Realized the need for an HR, Admin and IT depts and lead the hiring effort for its manager.
- Set the strategic plan for the departments
- Developed and lead international office in Saudi Arabia

April '14 – Mar '16

### M.I.A. LLC & Al Fadhilah Glass Industry

#### Self Employed

I partnered with Al Fadhilah Glass where I was successful in securing and executing two key contracts

- **Umm al Emarat Park – AED 800,000** with a profit margin of **50%**
- **Slider Station – AED 150,000** with a profit margin of **40%**

Performed all the niche glass design works for these projects.

Aug '12 – Aug '13

### Next Presentations Inc. Brand and reputation management.

#### Co-founder

- Created a Managed the social media accounts of **Captain Ayesha Al Hamli**, first female Emarati pilot
- Plan and execute marketing and communication strategies for clients
- Worked with several conferences to train the speakers on presentation and public speaking events such as TEDx and Win Victory Love.
- Oversaw the Operations, Marketing and Finances of the company.

## Education

Fall '11 – Fall '13

Graduated Jan 2014

American University of Sharjah

Bachelor of Science in Business Administration

Major: Marketing

Spring '09 – Spring '11

American University of Sharjah

Bachelor of Science in Mechanical Engineering

## Skills & Interests

### Languages

- Urdu/Hindi – Mother Tongue
- English – Expert
- Arabic – Competent

### Software:

- Office Suite – Expert
- Hubspot - Expert
- Sharepoint - Intermediary
- Power BI – Intermediary
- Photoshop – Basic
- Illustrator – Basic
- Tally – Basic

### Soft Skills

- Management
- Planning & Execution
- Leadership
- Public Speaking

### Personality Traits:

- Self-motivated
- Extrovert
- Outspoken
- Determined
- Enthusiastic

Entrepreneurship | Traveling | Event Organization | Public Speaking | Health & Fitness | Socializing | Current Affairs | Technology

## Awards, Achievements and Extra-Curricular Activities

December 2011	<b>Business For Better Competition - Winner</b> Western Union and Ansari Exchange
2010 – 2011	<b>American University of Sharjah - Student Council</b> Elected Representative
Spring 2011	<b>Global Day 2011</b> Organizer and Host
Spring 2010	<b>Graduation Ceremony of the American University of Sharjah</b> Organizer
2009 – 2010	<b>American Society of Mechanical Engineers</b> Public Relations Officer