europass



Muhammad Ahmed Mushtaq

| **Nationality:** Pakistani**Gender:** Male | **Phone:** (+92) 3335248160 (Mobile) | **Email address:** ahmedkayani47@gmail.com | **LinkedIn:** Muhammad Ahmed Mushtaq |

Address: Islamabad, Pakistan (Home)

ABOUT MYSELF

A dedicated marketing and management professional with experience in academia, project coordination, digital marketing, and the development sector, including work with British Council Pakistan. Skilled in communication, research, stakeholder management, and strategic planning, with a strong background in teaching, project execution, and business development. Passionate about continuous learning and contributing to dynamic, growth-oriented environments.

EDUCATION & TRAINING

21/09/2015 - 08/05/2017 - LONDON, UNITED KINGDOM

MSC. INTERNATIONAL MARKETING- LONDON SOUTH BANK UNIVERSITY

Final grade: 2:1 | **Level in EQF:** 7 | **Thesis:** Lean or Agile: What Suits best the textile industry of Pakistan

13/09/2010 - 05/02/2015 - ISLAMABAD, PAKISTAN

BACHELORS OF BUSINESS ADMINISTRATION- BAHRIA UNIVERSITY ISLAMABAD

Final grade: CGPA - 3.68 | **Level in EQF:** 6

WORK EXPERIENCE

21/09/2021 - CURRENT - ISLAMABAD, PAKISTAN

LECTURERNATIONAL UNIVERSITY OF MODERN LANGUAGES ISLAMABAD

In this role, I am responsible for the following tasks:

- Assist in developing learning materials and monitoring student progress throughout the semester.
- Design and assigned research-based projects to help students apply theoretical knowledge in practical professional settings.
- Support management in organizing and improving activities aimed at enhancing the student learning environment.
- In charge of the DMS Placement Office, responsible for coordinating student placements, industry linkages, and career opportunities for students.

01/05/2019 - 30/04/2020 - ISLAMABAD, PAKISTAN

PROJECT COORDINATOR CDIPBRITISH COUNCIL PAKISTAN

In this role, I worked with the CDIP team to strengthen the parliamentary institutions of Pakistan and contributed to

the following tasks,

- Supported CDIP team in preparing concept notes and coordination of over 13 parliamentary workshops for all the legislative houses of Pakistan.
- Responsible for relationship management with the key stakeholders i.e., Parliamentarians, Donor, Implementing Partner, and other civil society organizations.
- Additionally, I also supported the CDIP team in report writing for the Events, notably
    - a. Gender Gap in electoral process of Pakistan

    - b. Public Hearing by Senate's Standing Committee on Law and Justice
- On administrative side I was responsible for maintaining invoices, contracts, and other documents of the project for the Audit purposes and ensured all the vendors are paid timely and as per British Council's policies.
- Responsible for monthly financial reporting and quarterly financial forecasting for the Project.
- Ensured all procurement activities were carried

28/11/2018 - 30/04/2019 - ISLAMABAD, PAKISTAN

YPA COORDINATOR BRITISH COUNCIL PAKISTAN

In this role I worked as a YPA coordinator for SUBAI project on temporary basis and was responsible for the following,

- Supporting SUBAI team in delegation of work to 40 YPAs in respective assemblies and keeping track of their completion and key milestone achievements.
- Supporting relationship management of key contacts (Civil Society Organizations, Pakistan Institute for Parliamentary Services, Parliamentary Institutions and Donors) for project and programs.
- Support YPA Manager in concept notes development, managing work plan and ensuring financial commitments are met within budgeted time frame.
- Ensured all procurement activities were carried out in strict adherence to the British Council's policies, procedures, and compliance standards.

04/09/2017 - 27/11/2018 - FAISALABAD, PAKISTAN

MARKETING MANAGER SOLARIS ENGINEERING SMC-PVT LTD.

In this role, I worked with the supply chain & marketing team to assist in expansion into new markets. I have supported the team in the following activities,

- Manage the marketing team and oversee the development of advertisement campaigns for the commercial and non-commercial audience.
- Plan and execute the social media marketing campaign and devise SEO strategy for e-business place.
- Select and manage distributors and retailers across all regions and synchronize the front-end supply chain for optimal outputs.
- Conduct market feasibility research for new markets (Jhelum & Rawalpindi Sectors) and for new products
- (Electric Vehicles).
- Based on the findings, develop expansion strategy for the new markets and assist the product development team on enhancing the product line.
- Develop yearly marketing budget plans. Track and report spending on quarterly basis.
- Manage relationships with all key stakeholders (customers, distributors, and strategic partners).

05/10/2015 - 14/07/2017 - LONDON, UNITED KINGDOM

MARKETING ASSISTANT 1ST MR. CLUTCH LTD.

In this role, I was responsible for the following tasks,

- Assist marketing manager in developing and executing advertising campaigns in East London.
- Support the marketing team in recording and updating the customers' database and manage bookings on daily basis.
- Support marketing manager in selection of new suppliers and maintain a record of all payments.
- Under the supervision of marketing manager, manage company's social media platforms and utilize SEO and Google ad word to increase customer base.
- Manage relations with all suppliers and customers. Additionally, evaluate customer feedbacks and handle complaints diligently.
- Initiated the inventory planning system which focused on historic forecast of the inventory use and as a result assisted the company to bring down costs by 5%.

SKILLS

Digital Marketing
content marketing strategy | Google ads management | Digital Campaign | Meta Ads Management | Social Media marketing

Project Management
Project Planning and Coordination | Business Analysis and Due Diligence | manage relationships with stakeholders | Reporting | risk management | Concept Notes Development

Marketing Strategy
customer segmentation | market entry planning | strategic planning | pricing strategies

Education (University Lecturer)
apply teaching strategies | business management principles | give constructive feedback | Placement of students in industry | Curriculum Development | Marketing Research

IT Skills
Microsoft Word | Microsoft Excel | Social Media | Python (computer programming) | Microsoft Powerpoint | Creative Content Creation - Canva | SAP Data Services | WordPress

LANGUAGE SKILLS

Mother tongue(s): **PANJABI; PUNJABI**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
URDU	C2	C2	C2	C2	C1
ENGLISH	C2	C2	C2	C2	C1