



◆◆ MUHAMMAD ALI TAHIR ◆◆

House # 156, Block D, Architect Engineering Housing Scheme, Lahore, Pakistan.
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PUBLIC RELATIONS & ADVERTISING PROFESSIONAL

A motivated enter level advertising and public relations professional with excellent educational background and experience in advertising and public relation field. Aspiring to pursue career opportunities in the advertising and public relation field within a high-profile organization that appreciates loyalty.

Highly developed organizational skills focused on exceeding performance expectations by ideating novel event ideas executed at top standard. Consistently surpassed sales goals under projected budget.

Well versed in exceptional ability to handle advertising and public relations work in a professional manner. Thorough understanding of the importance of external and internal communication protocols.

Upbeat, creative, resourceful individual recognized for meticulously planning and flawlessly executing event and marketing campaigns from conceptualization to implementation.

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|------------------------------|----------------------------|-----------------------|
| ✓ Media Relations | ✓ Advertising & Promotions | ✓ Campaign Management |
| ✓ Social Media Management | ✓ Business Development | ✓ Client Relations |
| ✓ Team building & Motivation | ✓ Quantitative Research | ✓ Presentation Skills |
| ✓ Problem Solving | ✓ Communication Skills | ✓ Microsoft Office |

EDUCATION

- MS in Public Relations and Advertising (CGPA 3.53 / 4)** from Beaconhouse National University, 2018
BBA (Honor's) from National College of Business Administration & Economics, 2015
Intermediate-Commerce from Punjab College of Commerce, 2011
Matriculation-Science from Native Public High School, 2009

EMPLOYMENT HISTORY

ACTIVE MEDIA

NOV 2018 – Present

Key Responsibilities

- Evaluate new business models and corporate relationships.
- Negotiate complex business models, partnerships, transactions, and other commercial agreements.
- Identify and target attainable opportunities in the market.
- Clearly define company goals and long-term strategy.
- Examine the profitability of each product, store location, and line of business in order to re-direct resources.
- Utilize skills in project management to lead large teams in change processes.
- Develop methods for motivating and inspiring stakeholders.
- Leverage professional networks to attain critical resources.
- Provide training materials for process owners who need support

CRICINGIF

Feb – Mar 2018

Content Executive

- Maintained productive relationships with new and existing employees, developed marketing materials, and covered PSL completely on social media.

- Managed social media, such as Facebook, Twitter, and Instagram and developed content and marketing strategies.

PUNJAB LAND RECORD AUTHORITY

Dec 2017 – Feb 2018

Intern

- Strategized marketing endeavors, marketing material and marketing activities for any specific event, created innovative ideas through market research to promote within target market.
- Delivered clients with information about new promotional opportunities and current PR campaigns progress.

JBNJAWS PRODUCTIONS

Nov – Dec 2017

Intern

- Provided comprehensive assistance in a wide variety of functions, including supporting clients, creating press materials and working with media outlets to secure publicity for clients.
- Played an integral role as a part of Huawei Mate 10 Launch event, Veon Launch Event, Oppo F5 Smartphone Launch Event & PSL Draft event 2017.

PAKISTAN CRICKET BOARD

Aug – Nov 2017

Content Developer

- Held the credit for the marketing of Pakistan cup 2017 draft, PSL 2018, World XI Series, Sri Lanka Series and Quaid e Azam cup draft 2017 with PCB Marketing team, while creating digital content of PCB social media.
- Functioned in close coordination with marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions and marketing initiatives.

ADDITIONAL EXPERIENCE: INTERN at Latitude CRS (May – Jul 2017) and Punjab Information Commission (Mar – May 2017)

PROJECT

Completed Project on PR Campaign of Pakistan Women Cricket Team