

# DANIYAL JAMSHED KHAN NIAZI

House 199J, Sector J, DHA Phase 6, Lahore, Pakistan

Daniyaljamshedkhan@outlook.com /+923092499456

## Personal Statement

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A highly motivated and ambitious young recently graduated Marketer from Lancaster University, who tends to prefer a mix of traditional and digital marketing. I have undertaken internships at industry-leading news channel such as SAMAA as a part of my undergraduate degree which enhanced my skills in working with and motivating others to achieve targets. Currently working as Assistant Product Manager Afghanistan and Central Asia for Multinational Company AGP Pharmaceuticals Limited Based in Karachi, Pakistan.

## Education

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**Lancaster, UK** **Lancaster University** **2018 – 2019**

MSc Marketing graduate from the class of 2019.

Relevant modules include: Consumer Behavior, Strategic Marketing, Marketing Communications, International Retail Marketing, and Digital Marketing.

**Karachi, Sindh** **Iqra University** **2014 – 2018**

BSc Advertising graduate from the class of 2018.

Relevant modules include: Marketing Management, Brand Management, Client Service and Account Management, Marketing Research, Social Media and Internet Marketing, Media Planning and Buying.

**Karachi, Sindh** **DHA Degree College** **2012 – 2013**

Passed intermediate Pre Engineering exams with 84.36% (A-1) coming at 4<sup>th</sup> overall in the college.

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## Experience

**Internship** **SAMAA TV & FM** **2 Months**  
**(Marketing Intern)**

- Collected qualitative and quantitative data for different marketing campaigns.
- Composed many MOU's with the help and instructions of Senior Marketing and Communication Manager.
- Negotiated with different clients as a part of marketing team for SAMAA. As a part of the team, also arranged and overviewed different marketing events.

- Assisted Social media manager with online content and implemented a strategy to target most potential customers by increasing our reach through different online channels.
- Introduced new plan to the team for expanding reach with the use of new marketing mediums.

**Marketing Executive**

**ASC Courier Service PVT LTD**

**11 Months**

- Designing marketing campaigns for new services offered by the company.
- Handling social media accounts for the company, promoting their offerings and regularly updating them for better visibility.
- Organized different events.
- Online content designed for the company's online marketing campaign.
- Maintained great customer relationships through exceptional marketing communication.

**Assistant Product Manager  
Afghanistan & Central Asia**

**AGP Pharmaceutical Limited**

**21 Dec 2021- Till Date**

- Mapping and implementing different marketing campaigns for Afghanistan and Central Asian countries.
- Managing Export of our products.
- Managing sales team of 70 people in Afghanistan.
- Social media campaigns for our Over the counter products.
- Maintaining great relationship with doctors by frequently Visiting them in Afghanistan.
- Training the team of quarterly basis about our products.
- Holding and maintaining portfolio of more than 75 products.
- Introduced 16 new products in Afghanistan market.
- Reached 1 billion mark in 2020.
- Made Afghanistan best performing market in 2020.

**Certification**

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- The Chartered Institute of Marketing Member
- Advanced google Analytics and AdWords
- Mind mapping with Mindjet
- Microsoft Word
- Analyzing and presenting data with Excel
- Digital project management

## Skills

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- Software: Microsoft office, Photoshop, Illustrator, SPSS, Dreamweaver.
- Strong grip on Facebook, Twitter and Instagram marketing.
- ComScore for analysis of digital competition.
- Good verbal and written communications skills.

## University Projects

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- Designed and delivered a successful media plan for a marketing campaign in Media Buying and Planning.
- Made a detailed analysis report on Lays “PASS A SMILE” campaign which was later presented in front of Lays brand manager.
- As a part of undergraduate thesis, launched a new sports clothing brand named as “ATHLION” with a range of product such as a cooling shirt and shorts.
- Provided consultancy to a UK based e-commerce firm, having presence in Lancaster and Manchester named as “Nublue”, solving their key internal marketing and company vision issues during postgraduate dissertation.

## Hobbies

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- Reading Books
- Swimming

## References

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Available on request