



MUHAMMAD ARIF RAEES

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PROFESSIONAL OBJECTIVES:

TO ATTAIN A GOOD POSITION IN A REPUTABLE ORGANIZATION

At present looking for a position that offers challenges and opportunities for self development and career enhancement.

WORKING EXPERIENCE:

PUBLIC NEWS زبان خلق

Public News is a Pakistani News Channel launched on **24 June 2018**, owned and operated by Sports Star International Private Limited (Sports Star). It is an **Urdu** language Pakistani television news channel based in **Lahore**.

Public News is a National News based television channel, positioned as the channel telecasting versatile programs line –up which includes current affairs, current News, Informative programs, Talk Shows, Breaking News, travel, educational shows etc.

<http://www.publicnews.com/>

● Worked with **Public News TV Channel** (S.S.I Group of Companies - Aplus, Public News – TV Channels) as “**General Manager – Marketing & Sales Public News**” from 10th November 2019 to 31st May 2020.

Job Responsibilities:

- Built and maintained good relationships with clients & advertising agencies.
- Offering a price and negotiating around it.
- Finding out who controls the advertising budget in target organizations and contacting them.
- Targeting and approaching new clients.
- Finding out who controls the advertising budget in target organizations and contacting them.
- Explaining the benefits of your medium,



Ziauddin Enterprises (Pvt.) Ltd. :

H Now Entertainment is a Pakistani Entertainment channel, owned by Ziauddin Enterprises. The Ziauddin Enterprises group also owns Dr. Ziauddin Hospitals and Ziauddin University. The channel was launched in October, 2010. <https://hnow.tv>

● Worked with **Ziauddin Enterprises (Pvt.) Ltd.** (H-Now TV Channel & Digital Media) as **General Manager Sales** from 01st August 2018 to 30th September 2019.

Job Responsibilities:

- Targeting and approaching new clients.
- Explaining the benefits of your medium,
- Built and maintained good relationships with advertising agencies.
- Offering a price and negotiating around it.
- Closing the deal and recording the details.
- Persuading clients to buy advertising space or time.
- Finding out who controls the advertising budget in target organizations and contacting them.



S.S.I. Group of Companies:

ATV is Pakistan's largest privately operated terrestrial television network with the 2nd largest national viewer ship base. Launched on June 24th, 2005. ATV has made a place in the minds and hearts of its viewers in a record time. ATV is watched throughout Pakistan **terrestrially (on antenna)** and in 86 countries of the world including the Gulf States.

www.atv.com.pk

- Worked with **S.S.I. Group of Companies** (ATV, Aplus, Public News – TV Channels) as **General Manager - Business Development** from 17th February 2006 to 31st July 2018.

ATV – February 2006 to June 2011 & June 2012 to July 2018

Job Responsibilities:

- Persuading clients to buy advertising space or time.
- Finding out who controls the advertising budget in target organizations and contacting them.
- Explaining the benefits of your medium.
- Built and maintained good relationships with advertising agencies.
- Offering a price and negotiating around it.
- Closing the deal and recording the details.



APLUS

A-Plus is a general entertainment based television channel, positioned as the channel telecasting versatile programming line –up which includes soaps, drama serials , game shows, comedy, music based shows, travel, educational shows.

www.a-plus.tv

June 2011 to June 2012

Position: Business Development Manager

Job Responsibilities:

- Targeting and approaching new clients.
- Finding out who controls the advertising budget in target organizations and contacting them.
- Explaining the benefits of your medium,
- Built and maintained good relationships with advertising agencies.
- Offering a price and negotiating around it.
- Closing the deal and recording the details.

S.S.I. Group of Companies

Positions held: General Manager Business Development, Deputy General Manager Business Development, Sr. Manager BD, Business Development Manager, Assistant Manager BD, and Sr. BD Executive

Job Tenure: February 2006 to July 2018 (Twelve (12) Years)



- Worked with **INDUS TV NETWORK**. (Indus Vision, Indus Plus, Indus Music, G ka Boom) as **Sales Executive** from December 2004 to February 2006.

Note:

Almost 16 to 17 Years Experience in Pakistani TV Media from 2004 to till date

Achievements:

- Got a number of corporate clients onboard at Indus TV Network (Indus Vision, Indus Plus, Indus Music, G ka Boom) & SSI Group (ATV, Aplus, Public New) & Ziauddin Enterprises (H-Now TV Channel & Digital Media).
- Successfully trained many of new sales persons regarding product knowledge and selling tricks working under my supervision.

MORE EXPERIENCE:

- ✓ Worked with **Shan Associate** as **Sales Associate** from September 2003 to November 2004.
- ✓ Worked with **Shan Industries** as **Marketing Assistant** from June 2002 to August 2003.
- ✓ Worked with **Oasis International Marketing & Research International** as **Research Executive** from May 2001 to May 2002.

TRAININGS AND WORKSHOPS:

- Attended a training workshop on “BUY. OLOGY” Symposium by Martin Lindstrom held on 14th March 2009 at Marriott Hotel, Karachi.

MANAGERIAL ACTIVITIES:

- ✓ Worked as a team member in **Public News** Launching Show conducted by **Public News** held in Lahore.
- ✓ Worked as a team member in **Aplus** Launching Show conducted by Aplus held in Expo Center Karachi.
- ✓ Worked as a team member in **1st ATV Network Awards** conducted by ATV Network held in Islamabad.
- ✓ Worked as a team member in **2nd ATV Anniversary** conducted by ATV Network held in Karachi.
- ✓ Worked as a team member in **2nd Jazz Indus Music Awards** conducted by Indus TV Network held in Karachi.
- ✓ Worked as a team member in **1st Indus Vision Drama Awards** conducted by Indus TV Network held in Karachi.
- ✓ Worked as a team member in **1st Indus Music Video Awards** conducted by Indus TV Network held in Karachi.

✓ Worked as a team member in 11th HVACAR Expo & Conference conducted by Shan Industries held in Karachi.

ACADEMIC QUALIFICATION:

Degree / Certificate

Masters in Economics (M.A.) from Karachi University in 2005.

Bachelor in Commerce (B.Com.) from Karachi University in 2003.

Intermediate in Commerce from Karachi Board in 1999.

Metric from Karachi Board 1996.

COMPUTER KNOW-HOW:

Proficient use Microsoft office
Proficient use Windows XP & Windows 7
Internet Surfing/Browsing
All General Operations

PERSONAL INFORMATION:

Father's Name : Raees Uddin
Date of Birth : June, 30th 1981
Marital Status : Married
C.N.I.C. Number : 42501-4794097-3
Religion : Islam
Nationality : Pakistani
Kids : 03

HOBBIES:

Cricket
Traveling
Swimming

REFERENCE:

Furnished upon request.