

M. Farooq Ayubi
Marketing & Media Professional

Farooq is a young marketing professional with strong academic preparation and ample working knowledge in marketing and advertising management. He has special flair for business development and client relationship management. His core skill-set includes creative solution building, result driven and disciplined approach towards his work, team player and ethical orientation towards business and customers. He has a business like personality disposition, which is continually augmented by his efficacy in communication, interpersonal transactions and ownership of his responsibilities. He is fairly dedicated to his career and work.

1. Competency Profile:

Marketing/Communication/Advertising for Real Estate Businesses:

- Client/Account Handling, Relationship Management
- CG Content Development, Media/Film Production and interactive: ATL, TVC and Film Production, broadcast 3D/2D Animations and Graphics, Website Management and Design Development and Maintenance Management
- Designing/Artwork: Management of Print and Outdoor campaigns, designing and development of marketing/publicity collateral.

Marketing Research/Brand Management

- Marketing Research
- Report Writing including branding suggestions, strategies and future actions
- Brand Development: Packaging designing and development, campaign design and development and execution, market research and communication design.

2. Work Profile

a. EvoCube Productions

July 2018 to Date

An integrated animation and post-production house providing customized CG Content and Creative Services to FMCGs and Real Estate Sector in Pakistan and abroad.
(Director Marketing")

Roles and Responsibilities:

- Business Development
- Client Relations
- Concept and Copy Development / Ideation
- Operations Management/Supervision

b. Salman & Farooq Advertising (SFA)

May 2012 to June 2018

An IT based integrated firm providing customized CG Content and Creative Services
(Director Marketing")

Roles and Responsibilities:

- Service & Business Profiling
- Business Development
- Client Relations
- Concept Development
- Operations Management/Supervision

- c. **InterGraphics C&A (Pvt) Ltd** November 2010 to April 2012
 (“Business Manager”)
 Roles and Responsibilities:
 – Business Development
 – Client Relations
 – Operations Management/Supervision
- d. **Post Amazers (Pvt) Ltd** November 2009 to October 2010
 (“Business Manager”)
 Roles and Responsibilities:
 – Client Services
 ✓ Providing highly customized services to multiple industries and clients according to their advertising needs.
 ✓ Monitoring the timelines and assuring the timely delivery of advertising campaigns.
 ✓ Coordinating with Advertising Agencies, Media Houses and other vendors for the campaign execution
 – Business Development
 ✓ Prospecting new clients and approaching them for business generation
 ✓ Attending and monitoring and handling sales enquiries and prospects
- e. **InterGraphics C&A (Pvt.) Ltd** December 2003 to September 2009
 (“Client Service/Marketing Manager”)
Roles and Responsibilities:
 – Planning and execution of advertising campaigns for Large scale Real Estate Projects and Special Assignments
 – Team Lead – Client Services Team
 ✓ Providing highly customized services to real estate clients according to their advertising needs.
 ✓ Coordinating with activation agencies, media houses and other vendors for the campaign execution
 – Business Development
 ✓ Development and monitoring the implementation of marketing/expansion plan including setting yearly sales targets.
 ✓ Identification of prospects, relationship development, pitching for new business development
 ✓ Responsible for business promotion, client relationship management and other related activities
 ✓ Role entailed sales pitching, initial meetings, project briefings / presentations and frequent travelling across within and outside the city
- f. **Lectures / Workshops and Short Term Projects** January 2002 – November 2003
 (“Marketing Research & Activation Consultant”)
 – Corporate Consulting Group
 ✓ Lectures, Trainings, workshops and short courses for Staff Members of different organizations.

- General Sales & Trade's Brand "Shahi-Supari": *Brand Evaluation & Market Potential Study*
 - ✓ Survey of Retailers & Consumers (Sample Size: 500 for each category)
 - ✓ Focus Groups at three demographical levels.
 - ✓ Recommendations for positioning and Re-launch strategy prepared for "Shahi Supari"
- Aptech Education System
 - ✓ Structured interviews of Students & Parents
 - ✓ Survey of competing Institutes.
- Intel Pakistan Corporation
 - ✓ Research Coordinator - Intel Education Program
- Seagate Tech International
 - ✓ Organized and Managed Seagate Channel Events and Seagate BTL Project.

3. Educational Qualifications

- **Masters in Business Administration** January 2001- December 2001
Majors: Marketing
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)
- **Bachelor of Business Administration (Hons)** January 1998- December 2000
Majors: Marketing
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)

4. Personal Information

Marital Status: Married with one daughter

Date of Birth: April 24, 1981

Social Interests/Activities: Networking, Squash, Bowling, Community volunteering, etc.

Contact Information:

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