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I-799, Sector - 2, North Karachi,  
KARACHI, Pakistan

## SKILLS

BTL Activities

Leadership

Management

Communication Skills

Project Management

Problem Solving

Budgeting and financial  
management

## LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

## INTERESTS

Keeping up with the latest  
marketing trends and  
industry developments.

Exploring new marketing  
strategies and techniques.

# M. Rafay Khalil

## Marketing Manager

Experienced Marketing Manager with 8 years of expertise in below-the-line (BTL) activities. Proven track record in conceptualising and executing successful BTL campaigns, driving brand awareness, and achieving tangible results.

## WORK EXPERIENCE

### Marketing Manager

#### Marketing Services Bureau

04/2018 - Present

<http://msbpk.com/>

Karachi, Pakistan

##### Achievements/Tasks

- Organising and managing marketing campaigns for leading brands such as Glow and Lovely, Knorr, Ponds, Dalda, Rafhan, Lipton, Supreme, Surf Excel, Sunlight, and Clear Shampoo.
- Led multiple BTL activities such as, door-to-door selling/sampling, cluster market activity, float activity, LMT/IMT activity, and in-home gathering activity.
- Developed comprehensive marketing plans, ensuring effective implementation and achievement of campaign objectives.
- Designed creative and impactful marketing materials, collaborating with graphic designers and copywriters.
- Conducted vendor selection, negotiation, and management to optimize campaign resources.
- Oversaw campaign budgets, ensuring cost-effective strategies and maximising ROI.
- Led a team of marketing professionals, providing guidance, training, and performance evaluations.

Contact: +92-311-8277667 - Tariq-CEO

### Area Manager

#### Heyday Pakistan

03/2017 - 04/2018

<https://www.instagram.com/heydaypakistan/>

Karachi, Pakistan

##### Achievements/Tasks

- Managed the operations of multiple outlets, ensuring smooth day-to-day functioning.
- Oversaw staff hiring, training, scheduling, and performance management.
- Maintained accurate records of staff attendance, salaries, and performance evaluations.
- Implemented stock management procedures, minimizing waste and optimizing inventory levels.
- Collaborated with suppliers and maintained strong relationships to ensure timely delivery of products.
- Ensured adherence to hygiene and safety standards, conducting regular inspections and training sessions.
- Managed equipment maintenance, repairs, and replacements to ensure uninterrupted operations.

### Project Manager

#### Career Consultants Inc.

02/2015 - 03/2017

Karachi, Pakistan

##### Achievements/Tasks

- Prepare deployment & itinerary plans for retail auditors and QAPs.
- Develop SOP's for the Staff.
- Making Market intelligence Report.
- Compiling data and preparing MIS reports for project analysis. (i.e., No of – BA's, customers, sale, sampling, user ship)
- Recruiting new field staff & Quality Assurance Persons at all over Pakistan
- Creating End Month Report to be shared with the client.

Contact: +92-310-0020952 - Farrukh - Account & Admin Manager

## EDUCATION

### Higher Secondary School (Intermediate) - 2013

Sindh Board - Karachi