



Muhammad Abubakar

Marketing Professional

CONTACTS

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CAREER OBJECTIVE

Results-driven Marketing Executive with 3 years of experience in planning and executing strategic marketing campaigns. Seeking a role to utilize my skills in Brand Management and Digital Marketing to contribute to business expansion.

EDUCATION

MBA in Marketing

Lahore Garrison University, Lahore, Pakistan

September 2016 – February 2021

SKILLS

-Brand Management

-Digital Marketing

-Market Research and Analysis

-Social Media Management

-Data Analytics and Reporting

-Google ads and SEO

-Design Tools Knowledge

-Team Player

Professional Experience

Marketing Executive, Ajmair Foods (Pvt) Ltd. (Cakes & Bakes)

Lahore, Pakistan September 2020 – December 2023

- Identified and pursued industry prospects using consumer insights to inform strategic decision-making, while analysing market trends, competitors, product launches, and digital activities to shape comprehensive strategies.
- Executed ATL, BTL, and TTL marketing campaigns across digital and print platforms, ensuring impactful brand outreach and wide reach.
- Created content calendars and diverse creative briefs for both local and international marketing promotions.
- Ensured consistent corporate branding across outlets for a unified brand image.
- Oversaw the redesign of 100+ local and export product packages to improve visual appeal and market positioning.
- Conducted in-depth marketing research utilizing surveys, CSAT, and interviews to gather valuable data.
- Managed Cakes & Bakes E-commerce, Digital Sales, and Digital Partnerships for enhanced online presence.

Achievements:

- Launched 15 branches with effective campaigns, boosting brand awareness.
- Enhanced online orders by around 16%, sales by about 56%, recognized by sales team for the notable increase in footfall at shops.
- Improved social media engagement via compelling campaigns.
- Introduced successful new products, expanding offerings and customer interest.
- Streamlined online cake orders, integrated JazzCash for quicker payments.
- Conducted insightful surveys in upscale areas, assessing brand value.

Management Trainee Officer Marketing, Cakes & Bakes

Internships

✚ Intern, Sui Northern Gas Pipelines Limited August 2019 – September 2019
Lahore, Pakistan

Managed data for 500+ industrial customers, helping higher management make individualized decisions that improved operations and customer satisfaction.

✚ Intern, Cross Stitch June 2017 – August 2017
Lahore, Pakistan

Explored PPC and Supply Chain processes, designed flow charts to improve operations, shared with teams for better efficiency.

Certificates and Research Thesis

- Google Ads Search Campaign from Coursera on October 27, 2023.
- Social Media Marketing from e – Rozgaar on September 21, 2023.
- Email Marketing from HubSpot Academy on July 11, 2023.
- Social Media Certified from HubSpot Academy on April 19, 2023.
- One-day Workshop on Business Communication at Management House, Lahore on February 21, 2023.
- One day Workshop on Together We Can by MaxFoster Global, Lahore on February 19, 2022.
- Two-day Research Workshop “Understanding the Research Journey from Idea to Implementation” at Lahore Garrison University, on 24 August 2019.
- Wrote a thesis on “Impact of Assertive Advertising on Brand Identification, Brand Trust and Purchase Intention of Customers under Mediation of Green CSR”.

References

To be furnished upon request