

# OWAIS ARIF

## CRIMINOLOGIST



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## SKILLS

- MS Word, Power Point, Excel Online
- Transactions Creative Thinking & Effective Communication
- Customer Relationship Management (CRM) Digital Marketing (SEO, SEM, Social Media)
- Negotiation and Deal Closing.
- Data Analysis Tools Time Management and Prioritization
- Blockchain Analysis and tracking
- Designing websites

## EDUCATION

### MASTER'S DEGREE

University of Karachi, Pakistan  
2018-2019

### BACHELOR'S DEGREE

University of Karachi, Pakistan  
2016-2018

## LANGUAGES

Urdu native language

English Fluent

Punjabi Fluent

## PROFILE

Dynamic sales and marketing professional with expertise in driving revenue growth, managing teams, and executing successful campaigns. Skilled in client relationship management, market analysis, and performance optimization to achieve business goals. Proven ability to identify opportunities, enhance customer satisfaction, and deliver measurable results.

## EXPERIENCES

### 2021 *IN-Charge Sales and Marketing AK-Traders Karachi, Pakistan*

- Developed and executed strategic sales and marketing plans to achieve company objectives and expand market share.
- Identified new sales opportunities, developed client acquisition strategies, and implemented customer retention initiatives.
- Planned and executed digital and offline marketing campaigns, increasing brand visibility by 35%.

### 2023 *Operations Manager ZSH for Marketing Via Social Media, Dubai, UAE*

- Streamlined operational workflows, reducing campaign turnaround time by 20% and enhancing team productivity.
- Managed end-to-end social media campaigns, including content planning, scheduling, and performance tracking.
- Monitored emerging trends and adapted strategies to maintain brand relevance in the competitive UAE market.

## CORE COMPETENCIES

**Crime Prevention Program, Management Strategic  
Community Engagement, Interagency Coordination  
Justice Reform and Public Safety Strategy.  
Development Policy Development and Implementation**