



PROFILE SUMMARY:

I help SMEs and Enterprises reach their potential by providing top-notch marketing & sales techniques. I am able to bring **3X ROIs** for Bare Startups and up to **6X ROI** for enterprise clients, by **Pin-point targeting** and best sales funnels setup.

With more than **9 years** of experience in brand management, business development and advertising, I am adept in strategy development, market planning, product branding, communication design, packaging design, lead-generation, project management, copy-writing, UI/UX and Web trends, Facebook campaign management, and SEO, PPC/AdWords and sales oversight.

Moreover, my entrepreneurial experience has afforded me a well-rounded skill set, including first-rate attention to detail and team Leadership abilities.

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CERTIFICATIONS

- ✓ Google Ad Words
- ✓ Google SEO
- ✓ Facebook Ad roll
- ✓ Ms. Office & Computer Hardware troubleshooting

SHABBIR ALI

Digital Marketing & Business Development Specialist

WORK EXPERIENCE - HIGHLIGHTS

CENTERSPREAD | Founder & Managing Partner

June 2014 – Present

- ✓ Started a company with a limited funded budget of **\$5000** and **2** employees. Together we've transformed it into one of the **fastest growing** agencies of Pakistan with an average annual gross revenue of **\$250k+** (*now in process of business acquisition*)
- ✓ I have built – Trust, Teams, Clientele, Portfolios, work ethics, Business development techniques & relationships worth **\$1M** for investors and priceless to me.

AXACT | Senior Executive - Brand Management

Jan 2013 – April 2014

- ✓ I was looking after brands offering graphics, website and app development services.
- ✓ From wireframes to delivery of end product, from concept development to final execution, from liaising with in-house creative team to communication with clients, done it all.

BLUE COMMUNICATIONS | Manager Client Services

Jan 2011 – Dec 2012

- ✓ I was leading a team of **25+** individuals for creative and events team. From brief extraction to brainstorming, from idea generation to pitch presentation, did it all.
- ✓ Added high ticket clients like **Kenwood, Dunkin Donuts, Novartis and Premier Cables** bringing **PKR 3M** addition in revenues for the company.

MIDAS ADVERTISING GROUP | Executive Client Services

Jan 2010 – Dec 2010

- ✓ Managed Key accounts like: **PIA, Shezan, National Bank of Pakistan, Waves, Haleeb Milk, PTCL** etc.

EDUCATION

Bahria University – MBA (Marketing)

2010 - 2011

- ✓ Earned Academic Rank "**Cum Laude**" (Silver Medal) at scoring **CGPA 3.73**.
- ✓ Thesis – **Evaluating effective mediums of Advertising for various products & services**
- ✓ **Major Courses** include:

Digital Marketing	Strategic Marketing	Sales Management
Project Management	Supply Chain Management	Client Management
- ✓ Served as **Vice-President** of the "Events Club".

Bahria University – BBA (Marketing)

2006 - 2009

- ✓ Secured highest GPAs, (4.0) & (3.8) in 7th and 8th semesters to receive **Scholarships**.
- ✓ Organized various events which include **alumni dinner, workshops & concerts**.

ACCOMPLISHMENTS

- ✓ Package design work for Foreign brands has been published on world's No.1 website www.packagingoftheworld.com
- ✓ Awarded "Bright Entrepreneur" by Shell under Shell Tameer program in 2015.
- ✓ One of the youngest member of "Marketing Association of Pakistan" – MAP
- ✓ Member of "Printing Press Association of Pakistan"
- ✓ Served as guest speakers at "Changing Dynamics and trend of Marketing – 2016" at Marriot Hotel Karachi.

INTERPERSONAL SKILLS

- ✓ Team Leadership
- ✓ Team Building
- ✓ Negotiation
- ✓ Initiator
- ✓ Always carry "Can-do Attitude"
- ✓ Pitch Presentation Skills
- ✓ Team worker
- ✓ Strong work ethics
- ✓ Time & Stress Management

INDUSTRY KNOWLEDGE

- ✓ Marketing Strategy
- ✓ Brand Management
- ✓ Business Development
- ✓ Key Account Management
- ✓ In-bound Marketing Techniques
- ✓ Digital Marketing
- ✓ Content Strategy & Distribution Plan
- ✓ Marketing Communications
- ✓ Marketing Research
- ✓ Communication Design
- ✓ Packaging Design
- ✓ Printing – Flexography, offset, digital, Screen, Letterpress
- ✓ Event Design & Management
- ✓ Brand Activations
- ✓ Web design & development
- ✓ User Interface (UI)
- ✓ User Experience (UX)
- ✓ Social Media Marketing
- ✓ SEO
- ✓ Google Ads
- ✓ Sales funnels
- ✓ Email Outreach

TECHNICAL SKILLS

- ✓ Ms. Office (Outlook, Word, Excel, PowerPoint, Publisher)
- ✓ Asana – Project Management
- ✓ HubSpot – CRM & Project Management
- ✓ LemList – Email Marketing
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ Adobe Lightroom

WORK EXPERIENCE - DETAILS

CENTERSPREAD | Founder & Managing Partner

June 2014 – Present

- ✓ My experience and training equipped me in leading a team of **20+ individuals** spread across strategy, planning, social media, creative, branding & activations.
- ✓ Together we built a portfolio of **35+** brands and SMEs spread across the **5 continents**. We have landed clients from PAK, USA, UK, Canada, Australia, Poland, Egypt, UAE, Oman, Saudi Arabia, Kenya, Tanzania and Turkey.
- ✓ My **Core responsibilities** include:
 - **Identifying** different **markets** for different services we offer.
 - **Segmentation** and building an ideal **customer persona**.
 - Getting myself equipped with latest **inbound marketing** techniques.
 - **Hire** efficient resources as per project/client/tech needs.
 - **Train** my team for different aspects of the business.
 - Keeping up with the **latest digital trends** for business.
 - **Liaising** and **negotiating** with **vendors** for different business needs.
 - Looking after daily **operations** of the business and taking key decisions to keep up with financial feasibility.
 - Preparing different **MoUs** and **agreements**.
 - Lead the team to prepare the **winning pitch** presentations.

Axact | Senior Executive – Brand Management

Jan 2013 – April 2014

- ✓ I was looking after brands offering graphics, website and app development services.
- ✓ From **wireframes** to **delivery of end product**, from concept development to final execution, from liaising with an in-house creative team to communications with clients, done it all.
- ✓ Initiated various group cohesiveness techniques and methods to maintain productivity at workplace.
- ✓ Developed **content marketing** charts and yearly calendars.
- ✓ Developed pricing and packages to offer as per customer profile segmentation and services offered.
- ✓ Worked with **SEO & PR team** to get positive reviews on **Google searches**.
- ✓ Worked with **PPC team** to execute & achieve **campaign goals**.
- ✓ **Written** various articles, press releases for different brands.

Blue Communications | Manager Client Services

Jan 2011 – Dec 2012

- ✓ I was leading a team of **25+** individuals for creative and events team.
- ✓ From brief extraction to brainstorming, from idea generation to pitch presentation, did it all.
- ✓ Managed key accounts like: **DHL, Barclays Bank, HBL, TCS, Dunkin Donuts, P&G, Unilever Pakistan, Kenwood, Premier Cables**
- ✓ Added high ticket clients like **Kenwood, Dunkin Donuts, Novartis and Premier Cables** bringing **PKR 3M** addition in revenue for the company.
- ✓ Responsible for planning and monitoring of Events.
- ✓ Written **articles, newsletters, body copy** and **slogans** for various **Print ads** and **brochures**
- ✓ Successfully organized **Annual conference** 2011 for **DHL** worth **PKR 4M**.
- ✓ Successfully organized **internal soft launch events** for "Dove" and "Sunlight" washing powder for **Unilever, Pakistan** worth **PKR 10M**.
- ✓ Successfully organized two day Annual Conferences for P&G Port Qasim and Hub Plant worth **PKR 4.5M**

Midas Advertising Group | Executive Client Services

Jan 2010 – Dec 2010

- ✓ Initiated new group discussion and brain-storming methods.
- ✓ Managed Key accounts like: **PIA, Shezan, National Bank of Pakistan, Waves, Haleeb Milk, PTCL** etc.
- ✓ Worked on various print & TVC campaigns including the famous "Haleeb Gadha doodh", "Waves ka triplet", "Shezan pure juice" etc.
- ✓ Worked with creative team to develop various winning pitch presentations.

