

Mirza Furqan Baig

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CAREER OBJECTIVE:

Seeking an opportunity in a challenging environment, where I can positively contribute my skills and abilities for the growth of the organization as well as my career development

CAREER SKILLS:

- Relationship Management
- Problem solving skills
- Negotiation Skills
- Planning & Organizational Skills

PROFESSIONAL WORK EXPERIENCE:

➤ **Organization:** **TABANIS SCHOOL OF ACCOUNTANCY - TSA**

Tenure: 1ST August 2019 to Present

Designation: Counselor & Accounts (North Nazimabad)

Responsibilities:

- PeachTree Software (Accounting Software)
 - ✓ Add new customer and maintain the existing customer.
 - ✓ Generate customer INVOICE and maintain customer invoice by posting discounts or scholarship & etc.
 - ✓ Reconcile Banks Statements.
 - ✓ Make weekly and monthly recovery report for campus (CA, ACCA, INTERMEDIATE, COACHING & etc)
- Managing Professional Accountancy Programs of CA & ACCA.
- Counsel new students and convert into CA & ACCA.
- Convert & Increase students from ACCA part 1 to ACCA Part 2
- Coordinating with Regulatory bodies e.g ACCA (UK), & ICAP.
- Deal with British Council for ACCA CBE (Computer Based Examination) matters.
- Dealing with parents regarding student's progress
- Deal special cases & resolves their matters
- Ensure examination department (ACCA & CA) working properly
- Making marketing Plan and dealing with vendors

➤ **Organization:** **Al-Hamd Academy (CA | ACCA Department)**

Tenure: November 2017 – July 2019

Designation: Asst. Administrator (PECHS Branch)

Responsibilities:

- Counseling and increase admissions of CA & ACCA. And manage their queries.
- Liaison with ACCA Karachi office and resolve all queries against the Gold Status of ALP (Approved Learning Partner)
- Manage relevant data of ACCA which required for ACCA license renewal.
- Manage CBE (Computer Based Exams) matters & conduct final CBE (Computer based exams) in liaison with British Council.
- Manage PIPFA final CBE (Computer Based Exams) matters & conduct final CBE (Computer based exams) in liaison with PIPFA officials.
- Resolve all the queries & matters of ACCA students while initial registration process of ACCA-UK.
- Make a marketing plan of Al-Hamd and effectively execute it.
- To visit different schools and colleges for promoting admissions in Al-Hamd.

- To liaison with 3rd party (Marketing team) and work on innovative ideas.
- To handle the team who work on online chatting software (Tawk.to) which is attached in Alhamd official website and to promote admissions there.
- Liaison with all campuses of Al-Hamd (PECHS, Gulshan, & Hyderabad) and up-to-date with current relevant quarries and solve that issues.

➤ **Organization:**

Sign-In Marketing Agency

It provides Digital & Traditional marketing solution

Tenure: February 2017 to October 2017

Designation: Sr. Executive Client Services

Responsibilities:

- Generate revenue from Tier A clients on daily basis.
- Research and prepare client presentations, reports and arrange meetings (Existing & New both).
- Make a strategy related to client goals, objectives and their whole Digital marketing needs including Website Development, Search Engine Marketing (SEM), Social Media Marketing & etc.
- Work jointly with internal technical team to execute campaign's strategy & development.
- Develop marketing plan for clients either its related to Digital Marketing (Web-Development, SEM, SMM) , Creative work (Logo, Documentaries, Animated Videos & Etc), BTL Activities, Printing, OOH solutions or many more

➤ **Organization:**

ATV/Aplus (Media Industry)

ATV is Pakistan's largest privately operated terrestrial television network with the 2nd largest national viewer ship. ATV is watched throughout Pakistan terrestrially (on antenna) and in 86 countries of the world

Tenure: July 2013 to October 2016

- Worked as a **Sr. Business Development Executive** in Sports Star International Pvt. Ltd. from **01st January 2016 to October 2016**.
- Worked as a **Business Development Executive** in Sports Star International Pvt. Ltd. from **01st November 2013 to 31st December 2015**.
- Worked as a **Management Trainee** in Sports Star International Pvt. Ltd. from **17th July 2013 to 31st October 2013**.

Responsibilities:

- In the month of Ramadan 2016 MAYA KHAN's show named "Ramadan Ishq Hai" which was aired on ATV-Pakistan & APLUS Entertainment channel simultaneously, experience of handling gifts inventory.
- In the month of Ramadan 2016 MAYA KHAN's show named "Ramadan Ishq Hai" which was aired on ATV-Pakistan & APLUS Entertainment channel simultaneously, experience of handling show's audience handled.
- Formulate the sales strategies with coordination of upper management.
- Build & Maintain relationship with advertisers either its direct (Government & Non-Government) or from Advertising agencies (Government & Non-Government clients) which are assigned to me.
- Make presentations & prepare proposals for clients/advertisers and for ad agencies as well to inform them about new developments which we offers through upcoming programs, events, occasions.
- Follow up existing and new clients through email, phone calls and set meetings as well.
- Explore new & untapped markets for business development either Agencies' or Clients'.
- Design pricing strategies for lost sales and new accounts.
- Protect organization's value by keeping information confidential
- Participate in different exhibitions as a Brand Ambassador.
- Assign news team to cover events.
- Attend Events, press conferences, & Seminars.

❖ Achievements:

Received Appreciation letter against a good exhibitor in Expo Centre when we were a media partner of the exhibition (Karachi Expo, Dated: 25th March 2016 to 27th March 2016).

ACADEMIC EDUCATION:

DEGREE	INSTITUTE NAME	PASSING YEAR
MBA - MARKETING	IQRA UNIVERSITY	2015
B.COM	KARACHI UNIVERSITY	2011
INTERMEDIATE - PRE-ENGINEERING	Govt. Superior Science College	2008

ADDITIONAL COMPUTER SKILLS:

- PeechTree Software (Accounting Software)
- MS Office
- MS Excel
- Presentation Skills (Powerpoint)
- Adobe Photoshop
- Good command in Outlook

Other Activities:

- In addition, I have been dealing in UMRAH packages since 2019, having strong links in Saudia Arabia.
- In addition, I am performing duties as Freelance Venue Staff Invigilator at British Council, Contract date: 08-Mar-2019 – Karachi.

PERSONAL INFORMATION:

- **Father Name:** Mirza Imran Baig (Late.)
- **D.O.B:** 11th January 1990
- **CNIC:** 42501-3702714-9
- **Religion:** Islam
- **Nationality:** Pakistani
- **Marital status:** Married
- **Filler status:** Active