



YASIR NISAR BUTT

ASSISTANT MANAGER MARKETING

Personal Profile

A Assistant Manager with hands-on experience in all levels of Responsible for implementing workflow procedures based on direct flow by Marketing Manager.

CONTACT



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Rabi Square Flat Num 605 /
A, Khalid Bin Waleed Road
Block 3, PECHS

MY SKILLS

Project Management

Leadership

Problem Solving

Creativity

Project Management

WORK EXPERIENCE

April 2021 -Oct 2022

Assistant Manager Marketing SZABIST

Gharo Campus (Videoshoot & Photography)
Facebook, Instagram & YouTube Handling
Live Stories. (Convocation 2021, Orientation
& Academics Session)

ADMISSION CAMPAIGN PHOTOSHOOT
2021 & 2022

Animated Admissions Videos

Wise advise Program Videos

60 seconds Program Videos

Plan created for admission campaign

Instagram and Facebook stories planned &
executed Orientation 2021)

Convocation goodwill messages videos

Convocation booklet designed & Photoshoots

Fall admission campaign Photoshoot 2022

Website Upgradation (linked with SZAB
IT solutions)

Convocation 2020 Digital Campaign

Admission Open Animated Videos

Coordination with Different Departments

Zoom live Session Conducted

AREAS OF EXPERTISE

Photography,
Video Shoots
Tv Show Production
Final cut Pro,
Adobe Premier, Photoshop, After Effects
Camera Handling

Other Skills

The ability to analyze complex technical information
Can analyze, design and implement database structures
Detail oriented
Excellent problem solver shoots.

2017 - 2021

Creative Producer

Ziauddin Group

Documentary, Video shoots and Photography
Abilities enhanced Strategic Community management
Understand how content works on a social web.
Optimizing content and technology.
Creative mindset.
Played key role in revenue generation from online admission process.
Organized events and Facebook live sessions.
Documentary, Video shoots and Photography
Abilities enhanced Strategic Community management
Understand how content works on a social web.
Optimizing content and technology.
Creative mindset.
Played key role in revenue generation from online admission process.

ASSOCIATE PRODUCER / PRODUCER

Health tv | 2012 – 2017

Over the edge, Shaam kiye chai, Hum ny Kiya Seekha
Panel Producer, Stinger Coordination, News bulletins
Prepared detailed reports.

EDUCATION

Master in Mass
Communication

University of Karachi
2010 - 2012

Bachelors in Commerce

University of Karachi
2008-2010

Board of Intermediate
Education Karachi

**Aisha Bahwany Govt
College**
2006-2008

Board Of Secondary
Education

**Beaconhouse School
System**
2004- 2002

TRAINING AND CERTIFICATION

Attended the workshop on verbal & non
Verbal Communication & received certificates

CONDUCTED SESSION

Introduction to Marketing
Branding and promotions
Digital media
Event planning
Creative Writing and designing

INTEREST AND HOBBIES

Watching sports, current affairs programs
Reading poetry and Playing Cricket