



# MUHAMMAD UZAIR IRFAN



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zair38@gmail.com



Karachi, Pakistan

## EDUCATION

### Bachelor of Commerce

Karachi University

2015-2017

### Intermediate (Pre-Engineering)

Govt. Boys Degree College

2013-2015

### Matriculation (Computer Science)

St. Paul's English High School

2013-2015

## EXPERTISE

- Marketing Campaign Management
- Project Coordination
- Key Account Management
- Data Analysis and Reporting
- Client Relationship Building
- Team Leadership
- Market Trends Analysis
- MIS and Information Systems

## SKILLS

Microsoft Excel

Excel Dashboards

VLOOKUP

Pivot Tables

Microsoft Office



## EXPERIENCE

### Ibex Global

#### Campaign Manager (Supervisor)

July 2021 - July 2023

I effectively managed and supervised marketing campaigns for my clients, leading a high-performing team to consistently exceed campaign goals. My responsibilities included monitoring campaign performance, analyzing data, and offering actionable insights for optimization.

### Qube Advertising Agency (Marketing Agency)

#### Associate Project Manager

January 2021 - July 2021

I efficiently oversaw project development, working closely with cross-functional teams to ensure successful campaign execution. I also excelled in client relationship management, addressing their specific needs and concerns.

### Retail Media Pvt Ltd. (Marketing Agency)

#### Key Account Manager

June 2017 - November 2019

I led key account management, delivering personalized marketing solutions and nurturing strong client relationships to meet their objectives. My responsibilities also included developing and executing campaigns, tracking performance, and reporting on outcomes.

### AUA Solutions (Call Center)

#### Customer Service Representative (CSR)

April 2015 - September 2015

I provided exceptional customer service and efficiently resolved issues and inquiries while consistently maintaining a high level of customer satisfaction.