

Re: Application for a suitable post in Marketing

Dear Sir/Madam:

With the objective of joining a progressive organization with learning opportunities, I seek a position in your esteemed organization, relevant to my qualification. I have completed my **MBA** from the Institute of Business Administration (**IBA**), Karachi, in May 2003, with an interest in Marketing, particularly Brand Management.

I have been working in the industry for a year and my work experience so far has helped me polish upon my communication skills and prove my leadership and creative abilities. That is evident from taking a look at the tasks assigned to me at work and at internships: management of Union Bank's system conversion in Sri Lanka; sole management of the risk management solution at Apvision; creating and maintaining customer relationships and alliances with strategic partners like Microsoft; and sole responsibility and management of fifty volunteers and developing Standard Operating Procedures during internship. Details are available in the resume I have attached herewith.

I have learnt how to be aggressive and handle responsibility well. I have a strong academic background and, provided the right context, I can apply my knowledge and experience and prove to be an indispensable asset to your organization.

Both in my academic and non-academic work, teamwork has taught me the value of leadership and the art of exploiting the strengths of the individual members with focus on obtaining the results within the scheduled time. As an employee for your organization, I would bring an edge on quality and professionalism to the development effort.

Looking forward to a positive and timely response.

Sincerely,

Shahid Ali Khan

Encl. resume

Shahid Ali Khan

Objective	“To combine my innate and acquired Marketing skills with zeal and hard work to become a member of a creative marketing team“		
Education	May 2003	Institute of Business Administration	Karachi
	MBA Marketing, graduated with a GPA of 3.11		
	May 2002	Institute of Business Administration	Karachi
	BCS specializing in Software Engineering, graduated with a GPA of 3.06		
	May 1999	The City School, HEP Campus	Karachi
	A Levels securing 2 A's, (General and Physics) and 1 B (Physics)		
	May 1997	The City School, Hali Rd Branch	Karachi
	O Levels securing 6 A's and 3 B's		
Professional experience	Sept 2003 – to date	Apvision (Pvt) Ltd	Karachi
	Assistant Product Manager Responsibilities in this job include:		
	<ul style="list-style-type: none">• Project Management of the Union Bank Colombo (Sri Lanka) systems conversion project, including creation of the conversion master plan, including interacting with business and technical people and interacting with software and hardware vendors• Product Management of the Credit Risk Management System and E-banking system including presentations to different potential clients, driving the deployment of the software, holding meetings with end-users for requirements analysis, achieving project milestone signoff etc• Creating and maintaining strategic partnerships with companies like IBM, Microsoft and HP for reselling and technology partnering rights• Conducting marketing research		
Internship experience	June - July 2002	Internship as Organizer and Volunteer Coordinator for ITCN Asia 2002 Conference, organized by E-Commerce Gateway, Pakistan, where I was in charge of recruiting, organizing, and training over 50 volunteers according to the work force needs of the conference.	
	June - July 2001	Internship at the Software Development and Support Department at ABN AMRO Bank, NV, where I implemented the automated cheque-clearing system using MICR technology.	
Major Courses	<ul style="list-style-type: none">• Business Research• Brand Management• Marketing Management• Industrial Marketing• Financial Management• Strategic Management / Managerial Policy• Project Management• Operations Research		

**Academic
Projects**

- Wrote a research paper on 'Business Opportunities in the Northern Areas of Pakistan'
- Analyzed the branding strategy and brand evolution of 'Pepsi'
- Conducted Financial Analysis of Indus Motors Pakistan
- Conducted research on viability of launching DSL Broadband Internet connection in Karachi
- Research paper on 'ROI of Customer Relationship Management Systems for Industrial Marketing'

**Awards
received**

Received award for "Excellent Grades" in 'O' Levels
Received award for "Excellent Grades" in 'A' Levels

Interests

Reading about history and civilizations, listening to music, solving word puzzles and crosswords, playing cricket and volleyball

**Contact
Information****Postal Address**

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