



Muhammad Husnain Raza

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ABOUT MYSELF

Results-driven marketing professional with proven expertise in client relationship management and strategic account development. Demonstrated success in managing high-profile national and international brand accounts while leading cross-functional teams to deliver exceptional results...

WORK EXPERIENCE

THE BEAM HIVE – KARACHI, PAKISTAN

BUSINESS EXECUTIVE – 01/02/2025 – CURRENT

- Lead client meetings to understand brand needs.
- Oversee sales and production teams.
- Develop marketing strategies.
- Ensure seamless execution of campaigns.
- Maintain strong client relationships to drive business growth.

GRAPES MEDIA VENTURES – KARACHI, PAKISTAN

KEY ACCOUNT MANAGER – 07/2024 – 01/2025

- Led and managed the social media team. • Oversaw brand strategies for national and international clients (Ginsoy Global, Royal Ice and Spice, Saltanat Restaurant).
- Ensured content aligned with brand guidelines.
 - Implemented quality control measures.
 - Maintained consistent brand messaging across platforms.

DESIGN AND DEPTH – PAKISTAN, PAKISTAN

MARKETING TRAINEE – 04/2024 – 06/2024

- Managed social media, website, and brand identity.
- Planned and executed marketing campaigns.
- Organized events and photoshoots.
- Developed content strategies and conducted competitive analysis.
- Ensured brand consistency across all platforms.

ADAMJEE LIFE ASSURANCE – KARACHI, PAKISTAN

CORPORATE SALES AND MARKETING INTERN – 06/2023 – 08/2023

- Conducted a comprehensive competitor research on the customer service app.
- Prepared a report with recommendations for Adamjee Life Assurance's customer application.

EDUCATION AND TRAINING

14/09/2020 – 17/08/2024 Karachi, Pakistan

BACHELORS IN BUSINESS ADMINISTRATION Institute of Business Management

Website <https://www.iobm.edu.pk/> | **Level in EQF** EQF level 6

VOLUNTEERING

23/03/2023 – 01/04/2024 Karachi

President - Karachi Munners Society (KMS)

Established KMS to empower youth by providing a platform for intellectual discourse and

- leadership development.
- Organized multiple debate competitions and MUN conferences, impacting 1,200+ participants.
 - Developed a structured framework for the society's future governance

Link <https://www.facebook.com/p/Karachi-Munners-Society-100089748281675/>

15/07/2023 – 05/08/2024 Karachi
President - Literary and Public Speaking Society

Led a society focused on confidence-building, teamwork, and professional development.
Organized four major events with 1,500+ attendees.
Played a key role in planning and executing CBMUN (12th Annual Edition with 800 delegates from all over Pakistan).

Link <https://www.instagram.com/reel/C8xeFzgXLz/>

LANGUAGE SKILLS

Mother tongue(s): **URDU**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SOCIAL & POLITICAL ACTIVITIES

08/2022 – 07/2024 Pakistan
Social Welfare and Trust - IoBM

- Organized and participated in ration drives and flood relief efforts.
- Coordinated resources, managed distributions, and ensured aid reached the affected communities efficiently.

Link <https://www.instagram.com/swat.iobm/?hl=en>

SKILLS

sales strategies | strategic planning | business analysis | brand marketing techniques | marketing principles | analyse business plans | study sales levels of products

HOBBIES AND INTERESTS

Calligraphy and Book Reading

I love doing arabic calligraphy and book reading in my ample time, the last book I read was by Khalid Hosseini named "the kite runner"