



# Adeel Khalid Bajwa

Project Delivery Manager at Shopistan PK

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## Profile

I am a dedicated and passionate individual who has always tried to participate in activities that add value to his personality. Having a managerial experience at an E-commerce startup, Shopistan.pk, various internship experiences at 3 multinational companies (The Coca Cola Company, Engro Foods Limited and Rocket Internet) and a decent academic background, I aim to work at a well-established company that properly compensates for the set of skills that I have to offer. I believe that the fields in which I excel include social media marketing, writing, marketing and sales, research, multitasking, presenting, project management and MS Office.

## Strengths & Skills

- Project Management
- Social Media Marketing
- Marketing
- Leadership Skills
- Public Speaking
- Content Writing
- Teamwork
- Linguistic Fluency
- Communication Skills
- MS Excel
- MS Word
- MS PowerPoint
- Task Management
- Problem Solving
- Presentation Skills

## Education

Bachelor of Business Administration with Double Major in Marketing and Finance (3.53/4) Lahore School of Economics (LSE) Lahore, 2014

GCE Advanced Level (Business Subjects) Keynesian Institute of Management and Sciences (KIMS) Lahore, 2010

Matriculation (Science Subjects) Beaconhouse School System (BSS) Lahore, 2008

## Experience

Project and Product Delivery Manager June 2016 - Present

Shopistan PK Lahore, Pakistan

Responsible for working within the business management team to manage the delivery of a range of projects and engage with stakeholders both internal and external. Following is a list of things that I'm responsible for:

- To establish and maintain effective working relationships with all stakeholders
- To ensure that client requirements are produced to standard in a timely manner
- To be responsible for the project administration and the production of project documentation (project plans etc.)
- To monitor and manage the project process and track progress against milestones, deadlines and budget
- To anticipate, manage and resolve issues and act as the point of contact for the project

Following is a list of some of the projects that I have worked on:

- Jubilee Life Insurance - <http://www.getinsurance.pk/> - Complete management of retail websites, mobile applications and web application
- Coachvaan - <https://www.coachvaan.com/> - Complete management and development of website
- Pasha Fabrics - <http://pashafabrics.com/> - Complete management of retail website
- Nearpeer - <http://www.nearpeer.org/> - Complete management of website and administration panel including design and content
- Printickle - Complete management of website and creation of an Order Management System
- AugmentCare - <https://beta.augmentcare.com/> - Complete management of website
- EezyOffice - Complete management of retail website including design, content and development
- EezyGrocery - Complete management of retail website including design, content and development
- Monami - <http://monami.net/> - Partial management of website and minimal change requests

Team Lead, Social Media Department November 2015 - June 2016

Shopistan PK Lahore, Pakistan

Responsible for managing the Social Media Team for various brands. Worked on different platforms that include Facebook, Pinterest, Instagram and Twitter. It included planning and managing strategies, executing different integrated campaigns, and co-ordinating brand communication. Some of the brands in my portfolio are as follows:

- Levi's
- SEFAM Group (Urban Culture, Rang Ja, Minnie Minors, Kayseria and Super Squad)
- Denizen
- Stoneage
- Dockers
- JoChaho.pk
- Master Molyfoam & Celeste
- Unze London

Also responsible for the digital launch of StoneageKids, JoChaho.pk, a new online marketplace in Pakistan, and Al-Fatah Electronics. Additional responsibility was given to manage Shopistan's PR.

Organized Shopistan's participation in a Job Fair at LSE, a business school in Pakistan.

Digital Media Strategist	July 2015 - November 2015
Shopistan PK	Lahore, Pakistan
Worked as a Digital Media Strategist at an e-commerce company, Shopistan. Responsible for managing different brands, planning and executing strategies, managing their social media accounts (different networks), preparing calendars, reporting and their complete social media marketing.	
Social Media Associate	June 2014 - July 2015
Shopistan PK	Lahore, Pakistan
Responsible for basic level social media marketing, content writing and proofreading for various brands that fell in different industries. I was also required to prepare content calendars that helped to plan things before time and made sure all tasks were properly streamlined way in advance.	
Intern, Product Management Department	April 2013 - June 2013
Kaymu.pk - Rocket Internet	Lahore, Pakistan
Worked as an intern in the product management department. I was responsible for writing articles, uploading listings of orders and keeping record of various products.	
Intern, Sales Department	June 2013 - August 2013
Engro Foods Limited	Lahore, Pakistan
Interned at Engro Foods Limited for six weeks in the sales department. Conducted a research on the differences between UHT, Pasteurized and loose milk. Also explored the reasons why people prefer a particular category over the other and how such factors can help the company in future.	
Teacher's Assistant (TA)	January 2012 - December 2013
Lahore School of Economics	Lahore, Pakistan
Responsible for handling assignments, quizzes, invigilation and other tasks that are assigned by the instructor in each course to a class of approximately 50 students. The subjects for which I was responsible were Principles of Marketing, Principles of Management and Statistics.	
Voluntary Worker	October 2012 - November 2012
Stimulus Pvt. Ltd	Sheikhupura, Pakistan
Worked on a 3-day water-purification project in Sheikhupura with an NGO named Stimulus. The project was sponsored by Nestle and Deutsche bank. My responsibilities included creating awareness, educating the people of that area and helping out with all the arrangements during the project.	
Intern, Sales Department	July 2012 - September 2012
The Coca Cola Company	Lahore, Pakistan
Worked for eight weeks as an intern at The Coca Cola Company in the sales department. Attended different presentations in the company and was assigned a project named "Route to Market". Submitted a detailed report that listed my findings once the tenure ended.	

## Projects

Research Project	September 2013 - April 2014
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Lahore School of Economics

**Tools:** SPSS Amos, Academic Journals, Microsoft Word, Microsoft Excel and Microsoft PowerPoint

Submitted a research paper on "The Role of Website Quality in Determining Customers' Repurchase Intention in Online Shopping". Took into account various relevant variables such as customer satisfaction, web design, shopping convenience, customer trust, payment system, service quality and customer communication etc. in order to understand the topic in great detail.

## Functional Areas

- Quality Assurance (QA)
- Project Management
- Marketing
- Advertising

## Industries

- N.G.O./Social Services
- Information Technology
- Fast Moving Consumer Goods (FMCG)
- Fashion
- Advertising/PR

## Languages

- Urdu - Native
- English - Native
- Punjabi - Native

## Hobbies

- Playing sports
- Travelling
- Writing
- Reading articles