

Shaandar Bukhari

Curriculum Vitae

To obtain a position where I can maximise and expand my skillset; quality assurance, training experience, customer service and a successful track record in event management.

Name: Syed Shaandar Ali Shah Bukhari
 Nationality: Pakistani
 Date Of Birth: June 1982
 Religion: Muslim
 Languages: Conversational English, Arabic, Urdu and Balushi. Basic French, Spanish, Russian.
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 Driving License: Valid Omani license

Skills And Interests

A self starter, possessing strong organisational skills, resourceful, confident and driven. Proactive, having strong interpersonal and presentation skills; enjoys marketing, event planning, brand management, martial arts, scuba diving, reading, cooking, hiking & photography.

For photographic references please see: <http://www.flickr.com/photos/26708139@N04/>

Working Experience

FIELD MARKETING EXECUTIVE

TBWA\ZEENAH April 2008 - February 2009

- Development of comprehensive and strategic set of tactical promotions, special events and entertainment activities to achieve marketing/events plan objectives and strategies.
- Ensuring promotions and events had measureable components; evaluated promotions and events after each activity utilizing standard events analysis form.
- Maintaining an overall and current "merged amenities" plan and weekly schedules that includes the positioning and location of all common area activities.
- Maintaining a detailed inventory control of related décor, collateral, signage, etc. and overseeing the marketing materials storage.
- Collation of team creative thoughts to relay back to the client and promotion of the original idea; coordination with all the suppliers, materials and personnel sourcing for individual events within budget and ensuring that event runs successfully according to the plan.
- Understanding marketing or promotion strategy and brief of the activity.
- Managing road shows, product displays and major events in the interior and capital areas of Oman.
- Interacting with the customers during the event.
- Client relations - entertain/promote company to ensure repeat business.
- Implementation, evaluation and execution.

Working Experience

Events coordination with TBWA\ZEENAH

- Great Wall Motors
 - Lé Oman
 - Zubair Automotive
 - Zubair Automotive
 - Tour Of The World
 - Harnessing Technologies
- Brand launch and road show in the capital & interiors of Oman
 - Peugeot car race Muscat-Salalah-Muscat in 24 hours
 - Ramadhan campaign
 - Old Is Gold-campaign
 - Concert
 - International confrence for Caledonian College of Engineering

Numerous other nationwide campaigns for Mitsubishi, Chrysler, Jeep, Dodge, Citroen, Skoda and Audi.

MEDIA PUBLISHING COORDINATOR, ADVERTISING INTERNATIONAL CO. SAOC

July 2005 - July 2006

Job profile

- Agency photography
- Debt collection
- Event co-ordination
- Model co-ordination

Worked on publishing and launch for the following

- Splendid Oman
 - Ovation
 - Urbane
 - Industrial Handbook
- Tourism handbook
 - 35th national day publication
 - Sultanate's first lifestyle magazine

Events coordination with Advertising International

- Mitsubishi Motors
 - Antara Batteries
 - Hyundai
 - Fa
- Roadshow
 - Promotion and roadshow in the capital & interiors of Oman
 - Market survey in the interiors of Oman
 - Promotional campaign

NETWORK ADMINISTRATOR, INTERNET CENTER

January 2004 - January 2005

Job profile

- Trouble shooting work station problems
- Ensuring internet connectivity
- Casing & installation of computer peripherals
- Local Area Network maintenance

MARKETING & EVENT MANAGER, INTERNATIONAL MARKETING L.L.C.

2003 - 2004

Job profile

- Attending briefing sessions with the clients
- Understanding promotion strategy and brief of the activity
- Assisting in road shows, product displays & major events in the interior and capital areas of Oman.
- Interacting with the customers during promotion
- Gathering feedback from the customer and communicating the same to the client
- Drafting reports of the daily activity
- Overall event activity management

Working Experience

Events coordination with International Marketing

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|---------------------------------------|---|
| • New Age Russian Circus | Successfully conducted shows in the capital & interiors of Oman |
| • Oman Oasis Water | Family Day activities |
| • Nawras Ramadhan Caravan | Roadshows in the capital & interior of Oman |
| • Saud Bahwan Group | Toyota campaigns |
| • SSB Group | Xa launch |
| • Sadolin paints | Promotions |
| • Oman Oasis Water L.L.C. | Promotions |
| • Omani Qatari Telecommunications Co. | Nawras launch |

MARKETING & BUSINESS DEVELOPMENT, OASIS GENERATION

2003 - 2004

Job profile

- Attending client meeting and briefing sessions
- Maintaining stock record of the shops
- Ensuring proper distribution of goods to the suppliers in the capital and interior of Oman
- Meeting monthly sales targets
- Creating good relations with the suppliers and customers
- Overall management of the shops & related activities

Computer Skills

Microsoft Office - Word, Excel, PowerPoint

A+ certification - PC hardware and Windows OS fundamentals

Network+ certification - Installation and configuration of Windows 2000 client server

Academic Qualifications

Diploma in IATA Airside Safety (Airport Environment/Security, Safety, Fire & First Aid), Canada

Cabin Crew Diploma, City & Guilds, United Kingdom

Professional Qualifications

- IATA UFTAA Air Ticketing Standard (GDS/Global Distribution)
- SABRE
- Food Hygiene - CIEH, United Kingdom
- Basic Fire Extinguisher
- HSE - First Aid & Firefighting
- Fidelio Hotel Reservation System
- Customer Service - City & Guilds, United Kingdom
- Conflict Handling - City & Guilds, United Kingdom
- Hospitality Training - City & Guilds, United Kingdom
- Safety Passport, PDO (Petroleum Development of Oman)