

FARHANA ARSHAD

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CNIC No. 42301-7739879-8

Professional Summary

Strategic planner with excellent interpersonal skills who build and maintain strong alliances while motivating teams and driving projects to successful completion. Reputation as a resourceful team player working with integrity and professionalism to earn respect, inspire cooperation and exceed business expectations. More than 10 years of work experience in event organizing and dealing with financial and accounting.

Extremely dedicated and adaptable Project Head with vast experience in planning a wide variety of events of all scales. Able to multi-task and manage a large staff effectively. Current in all new technological, entertainment and display options

Core Qualifications & Key Skills

- Excellent breadth of event management experience
- Strong skills in conducting large-scale events and budgeting
- Superior proficiency in Internet database systems and all Microsoft Office programs
- High project organizational and management skills
- Sound familiarity with current audiovisual technology
- Outstanding ability to creatively envision new practices and approaches to future event programs
- Financial Analysis & Forecasting
- Research & Data Analysis
- Creative Thinking & Problem Solving
- Written & Verbal Communication

Work Experience

Manager Industry Liaison

December 2019 to Present

ORIC, Ziauddin University

- Collection of Data of Local and international Donors.
- Coordination with Industry to create funding opportunities.
- Evaluating internal research projects for impact and application in industry.
- Coordination with International Universities for Joint Research Projects.

Manager Special Projects

July 2019 to December 2019

Ziauddin University

- Conducted Internal Audit and performance evaluation
- Conducting negotiations and facility selection
- Managing budget for overall production including venue, ambiance and technical setup

Executive Director / Project Head
M/s. Excellent Events & Entertainment (Pvt.)
Limited

September 2006 to Present

Responsible for supporting sales, marketing and budgeting of high profile events, strategic internal and external data analysis and providing actionable insights to senior management.

- Studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event
- Conducting negotiations and facility selection
- Managing budget for overall production including venue, ambiance and technical setup
- Develop revenue goals for current and upcoming events
- Devising and executing innovative marketing and social media strategies
- Planning, implementing and monitoring print and electronic media campaigns for creating hype
- Oversee overall project execution, performance and profitability
- Networking with international contacts and managing strong relationships
- Kept efficient database records of all event expenses
- Post-event analysis and ensuring a return on investment for client satisfaction

Academic Qualification

Master of Business Administration -2006
Greenwich University

Bachelor of Commerce – 1988
Saint Patrick's College