

# SAMEER ASIF BUTT

Manager

20 Years Experience

Started as a member of a team and developed myself as a consultant, and been expanding into Managerial positions



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## Professional Experience

**Stratford Public Relations – Bahrain (Media Agency)**

**Manager - Media Coordination/Content/Production/Distribution/Admin**

**Dec 2014 – till present**

Manage, consult, plan and implement for devising media strategies, setting budgets, branding and advertising campaigns for clients.

- Manage a bi-monthly English business magazine, 24/7 news portal and Social media channels (bizbahrain)
- Develop marketing communications plan and media strategies including goals, budget and tactics for Public Relations and Publications
- Manage all public relations activities and special events such as sponsorship of corporate events, press conferences, introducing new products, or other activities the firm supports in order to gain public attention through the media without advertising directly
- Assign, supervise and review the activities of public relations staff and direct social media team to engage audiences across traditional and new media
- Monitor, analyze and communicate PR results on a quarterly basis
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

**Highland Management – Bahrain**

**Manager**

**Jan 2012 – Dec 2014**

Managing business operations of four coffee shops, Residential and Commercial properties, Retail and wholesale outlets to bring out best financial results

- Managing day to day business operations, purchasing, stock, back office, front desk, service/training, staff recruitment, POS system and maintenance
- Managing residential/commercial properties and its overall maintenance system
- Managed the construction and operations of a commercial building in Juffair
- Managing the accounting department for all the businesses and yearly audit
- Evaluate top-to-bottom, inside-and-out to find the best strategies for the management of coffee shops and properties

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A 20 years experienced focused and responsible individual with strong interpersonal and negotiation skills who has been responsible for establishing and maintaining best managing practice within a changing environment and can excel in any environment maintaining minimum wastage and maximum utilization of resources.

## Skills & Achievements

Management  
Administration  
Consultancy  
Business Development  
Marketing Strategies  
Budgeting  
Purchasing Strategies  
Close Supplier Relationship  
Advertising Services  
Media Strategies  
Event Coordination  
PR Communications  
Public Relations  
Stock Management  
IT Solutions  
Computer Software & Hardware  
Internet networking

## Education

Bachelor of Commerce (B.Com)  
Hailey College of Commerce  
Punjab University -1997

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## Professional Experience

**Al Mahmood Stores - Bahrain**  
**Purchasing Manager** | March 2005 – Jan 2012  
**Member of Stock Management & Purchasing Team**  
March 2000 – Jan 2005

Started as a Data entry operator and became a team member for Stock management and Purchasing department. In five years was promoted to purchasing manager and handle all the operations related to purchasing and stock management.

- Developed purchasing strategies, closer supplier relationship, Testing and analyzing market for the product, negotiation skills, Advertising services, check on business process and performance specifications
- Introduced and managed computerized Purchase and stock management system to ease the supply chain management and maximize benefits.
- Providing management reports to the directors recommending future purchasing strategic direction and advising of current purchasing activities
- Monitoring the complete stock movement
- Check on business process and handling advertising for the products

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### Certification

Microsoft Certified Professional  
(MCP)

Microsoft Certified Professional  
+Internet (MCP+I)

Microsoft Certified Systems  
Engineer (MCSE)

IT Management Certification,  
"Accounting Information System"

### Personal Information

DOB: 4th December 1976

Status: Married with 4 children

Nationality: Pakistani

Place of Birth: Bahrain