

# Mateen Rustam

MBA - Marketing

Business Optimizer & Operations Expert

0334-3141279

irtimania@gmail.com

---

## Looking forward to

---

My dynamic approach, creativity and proactiveness drives the purpose of making a productive work environment. The mix of my education and wide experiences makes it not only easier to survive in the competitive and challenging industries but also it keeps me focused on a sustainable development approach alongside my personal growth. Domains in which i'm currently working i.e. Business Process Optimization, Operations & Administration, I'm looking forward to further enhance my core skills within and around the relevant domains.

---

## Skills and Expertise

---

- Operations Management
- Vendor Management
- Project Planning & Control
- Building Management
- Back-end operations
- Business Process Optimization
- Cost Optimization
- Marketing & Event Management
- Contracts Management
- Negotiation Skills
- Administration
- Facility Management
- Soft Constructions & Renovations
- Team Management
- Analytical skills

---

## Journey of Experiences and Failures

---

**Trd Pvt. Ltd.**

**Designation:** Head of Business Operations and Compliance

**Tenure:** April 2021 – Present



The Small-scale organization had given me the chance to perform out of the box to experience more domains of Design and Auto industry. During my tenure, I have recruited various profiles along with onboarding another competitive sales team from the market. Eliminated the communication gaps between sales force and production team to accelerate production pace by implementing effective project management strategies, ultimately boosting sales and profitability of the company. Operations optimization and business development were the core responsibilities and

### **Other competencies were:**

- Ensuring all operations are carried on in an appropriate, cost-effective way
- Develop, implement, and review operational policies and procedures
- Improving operational management systems, processes and best practices
- Vendor management
- Formulate strategic and operational objectives
- Resource Management
- Perform quality controls and monitor staff KPIs
- Recruit, train and supervise staff
- Project Management
- Help promote a company culture that encourages top performance and high morale
- Cost Optimization & Budgeting
- Employee Relation issues and performance management

## **Salsoft Technologies Pvt. Ltd.**

**Designation:** Manager Administration & Facility Management

**Tenure:** August 2020 – April 2021

### **Responsibilities:**

- Ensuring all operations are carried on in an appropriate, cost-effective way
- Administration and Facility Management
- Develop, implement, and review operational policies and procedures
- Improving operational management systems, processes and best practices
- Vendor management
- Formulate strategic and operational objectives
- Resource Management
- Perform quality controls and monitor staff KPIs
- Recruit, train and supervise staff
- Project Management
- Help promote a company culture that encourages top performance and high morale
- Soft Constructions and Renovations
- Events Management
- Security and Protocol Management
- Cost Optimization & Budgeting
- Employee Relation issues and performance management
- Inventory Management and Control



## **Atrium Mall**

**Designation:** Business Optimization Manager

**Tenure:** Feb 2018 - July 2020

### **Responsibilities:**

- Administration and Facility Management
- Develop, implement, and review operational policies and procedures
- Improved operational management systems, processes and best practices
- Managed vendor contracts and their services
- Formulated strategic and operational objectives
- Lead the project of building survey and developed new enhanced civil layouts
- Developed the business proposals for different malls of Pakistan
- Delivered the project of new HVAC system installation of 600 tons in the mall
- Recruit, trained and supervise staff
- Proposed and implemented cost effective management solutions
- Implemented the best operational strategies by bringing technological advancements & structural changes



## **Atrium Mall**

**Designation:** Operations Manager

**Tenure:** Feb 2017 - Feb 2018

### **Responsibilities:**

- Successfully lead the operations team of more than 80 people including MEP engineers, technicians and incharges
- Implemented lean and mean operational strategies
- Supervised the teams of HVAC, Elevator & Escalators, Electrical, Security and Janitorial staff
- Worked in coordination with the CEO to identify new and smart operational strategies
- Restructured the hierarchy of Mall Management staff
- Recruited and trained the management professionals
- Managed and ensured smooth brand activations and marketing events
- Planned and executed calendar events in coordination and conjunction with marketing department
- Planned and coordinated administrative procedures and systems and devised ways to streamline processes
- Coordinated with several renowned brands to provide them with required operational assistance



- Oversee brand constructions and renovations, ensured adherence to the mall construction and renovation policies
- Liaison with govt officials like Police and Rangers to ensure security measures
- Liaison with KCB-Clifton for legal proceedings of retail business and implementation of govt business policies
- Performed tasks of a communication bridge between the tenants, owners and mall management

## Atrium Mall / Kolachi Events

**Designation:** Creative Content Manager / Events Manager

**Tenure:** March 2015 - Jan 2017



### Responsibilities:

- Worked simultaneously with the event management company along with the mall management
- Designed numerous campaigns for the marketing of brands and events
- Designed and executed several marketing events like winter shopping festival and metro carnival
- Designed business proposals for various companies like bamm, Ascension, Regent Properties Pvt. Ltd etc
- Executed the inaugurations of different malls of Pakistan like Kings Mall, Askari Star Mall, Boulevard Mall & Omega Mall
- Worked on the construction plans and layouts for various malls of Pakistan like Omega, Boulevard and Chappal Navinta mall
- Designed activations and brandings for the mall
- Successfully planned and lead several calendar events for the mall and kolachi events

## East Publishers Pvt. Ltd.

**Designation:** Creative Content Manager

**Tenure:** June 2013 - March 2015



### Responsibilities:

- Designed and executed various marketing events
- Designed the text books for the company which turned out to be at the 2nd best design after oxford in 2014
- Designed Social media marketing campaigns for the company
- Designed all the print media
- Handling of social media and planning of digital marketing strategies
- Planned and conducted events like book fairs and publisher competitions
- Coordinated with the printing vendors to ensure desired outcome
- Designed business proposals and presentations for the company.
- Redesigned the company logo and changed entire theme of company's stationary

---

## Academics

---

### Iqra University

MBA - Marketing

### University of Karachi

B.Com

### Ayesha Bawany College

Intermediate

### My Little World School

Matriculation

---

## Certifications

---

### Arena Multimedia

Arena Multimedia Specialization Program (AMSP)

### Aptech

Autodesk AutoCAD

---

## Tools

---

Autodesk Auto CAD (65%) | **Ms. Office (85%)** | **G Suite (drive, sheets, docs, keep) (90%)** | **Adobe Photoshop (80%)** | **Adobe Illustrator (85%)** | Adobe Premiere (40%) | Adobe After Effects (35%) | Autodesk 3Ds Max (35%)

---

## Personal Information

---

**Father Name:** Muhammad Rustam

**CNIC:** 42201-0808086-9

**Marital Status:** Married

**Date of Birth:** 14-May-1992

**Residential Address:** Sweet Homeland - 61, Model Colony, Karachi, Malir. Near Lee Broast Restaurant

**Linkedin:** [linkedin.com/in/mateen-rustam](https://www.linkedin.com/in/mateen-rustam)