Danial Shaikh

Academia | Sustainability | Marketing Strategy | Business Research | Social Impact

[+92 336 2201548](mailto:shaikhdanial33@gmail.com) [.](mailto:shaikhdanial33@gmail.com) [shaikhdanial33@gmail.com](mailto:shaikhdanial33@gmail.com) [.](mailto:shaikhdanial33@gmail.com) [linkedin.com/in/danial-shaikh-/](mailto:shaikhdanial33@gmail.com)

# ABOUT ME

I am a passionate educator currently teaching at a prestigious university, where I have the privilege of sharing my expertise and guiding the next generation of professionals. With a strong background in marketing gained from my experience in multinational companies, I bring a unique perspective to the classroom that combines real-world industry knowledge with academic rigor. Driven by a desire to make a meaningful impact beyond the corporate sphere, I transitioned into the realm of academia, where I could inspire and empower aspiring professionals. As an educator, my goal is to foster a dynamic learning environment that encourages critical thinking, creativity, and innovation.

# KEY COMPETENCIES & TECHNICAL SKILLS

Subject Matter Expertise Pedagogical Knowledge Student Engagement

Classroom Management Professional Development Research & Publications

Blackboard

Learning Management Systems MS Office

**Iqra University Faculty Lecturer**

# PROFESSIONAL

# EXPERIENCE

**October 2022 - Present**

Successfully delivered engaging and comprehensive lectures for core and elective courses in Marketing and Management at both the undergraduate (BBA) and graduate (MBA) levels.

Actively contributed to the development and enhancement of course curricula, ensuring alignment with academic standards, industry trends, and the evolving needs of students.

Employed interactive teaching methods and real-world examples to foster student engagement, critical thinking, and a deeper understanding of marketing and management concepts.

Developed and administered assessments, examinations, and assignments, delivering constructive feedback to students to enhance their learning outcomes.

Collaborated with colleagues to share best practices, participated in departmental meetings, and actively contributed to the academic community's goals and initiatives.

**Ulster University, Belfast**

**Placement Student-Employee Wellbeing Department**

**September 2021 - December 2021**

Spearheaded the ideation and successful execution of marketing campaigns on Yammer, resulting in heightened brand awareness and increased employee participation.

Developed and implemented strategic marketing initiatives that aligned with organizational goals and resonated with the target audience on the Yammer platform.

Ensured content consistency and adherence to brand guidelines while tailoring messages to capture the interest of diverse employee groups.

**Foodpanda, Pakistan Account Manager**

**July 2019 - December 2019**

Successfully managed a diverse portfolio of client accounts within the restaurants industry, overseeing operational, financial, and marketing support functions to ensure client satisfaction and loyalty.

Collaborated with cross-functional teams on various initiatives, demonstrating adaptability and the ability to work effectively in a project-based environment.

Played a key role in ensuring high levels of client satisfaction, resulting in increased client retention and referral business.

**Group M- Mindshare, Pakistan**

**Assistant Manager Unilever-Research Department- Media**

**November 2018 - June 2019**

Worked on the data extraction and assessment of sub categories of Unilever

Conducted the research on consumption of media by children in Pakistan as well as the impact of brand placement in PSL 2019.

Collaborated on the annual media insights report based on yearly research insights for the media market.

**Telenor Microfinance Bank, Pakistan**

**Talent and Culture Executive (Contractual position)**

**July 2018 - September 2018**

Played a key role in the annual Employee Engagement Survey conducted globally by Telenor Group. Analyzed survey results to derive actionable insights and recommendations for enhancing employee engagement across the organization.

Managed the probationary assessment process for employees within the banking network, ensuring fair and consistent evaluations.

Provided constructive feedback to employees during probationary reviews, fostering professional development and alignment with organizational expectations.

# EDUCATION

**University of Ulster, Belfast (September 2020- June 2022)**

MSc. Marketing (Advanced Practice)

**Lahore University of Management Sciences, Pakistan (August 2014 - May 2018)**

Bachelor of Business (Honours)

EXTRACURRICULAR PROJECTS

Mentored over 200 early stage student based startups in the domain of go to market strategies and product development.

Organized a Business Bootcamp at the University inviting diverse profiles for the training and development of students of business school.

Managing the business incubation centre at Iqra University North Campus and mentoring students of Business, Engineering and Health Sciences.

Provided Training in NIC Hyderabad on the “Art of Communication for Entrepreneurs” to  startup teams at  different stages of entrepreneurial journey.

Provided Training Session at The Hunar Foundation(THF) on the Essentials of Entrepreneurship to the startups enrolled at Emerge Incubation Centre.