

YAR MUHAMMAD KHAN

PROJECT MANAGEMENT, MEDIA AND MARKETING



H# 320/B I/S Hinjal Gate, Bannu, Khyber Pakhtunkhwa | +92-3339721323 | yarmkn@gmail.com

Experienced professional with a strong background in project management, encompassing strategic planning, team leadership, budget management, and successful client communication. Proven track record in various sectors, including social services, corporate governance, and media marketing. Exceptional skills in project lifecycle management and a demonstrated ability to drive impactful campaigns and initiatives.

EXPERIENCE

2016 - 2023

Team Lead Project Management, Media & Marketing | Liaison Corporation Pvt Ltd | Peshawar

Accomplished Team Lead with extensive experience in project management, media, and marketing at Liaison Corporation. Proficient in project planning, budget management, and effective client communication. Adept at content creation, marketing strategy, and data analysis, with a strong track record of deadline management, problem-solving, and team development. Skilled in risk management, stakeholder relations, and adaptability.

2019 - 2022

Chairman District Zakat Committee | Ministry of Zakat & Ushur KP | Bannu District, KP

Dedicated Chairman at District Zakat Office from 2019 to 2022, with a proven track record in effective team leadership, policy implementation, and resource management. Skillful in fund and budget allocation, beneficiary assessment, and fund distribution, leading to the successful support of over 12,000 deserving beneficiaries. Expertise in education and awareness, reporting, collaboration, auditing, compliance, dispute resolution, monitoring, and evaluation. Adept at community engagement and public relations, having collected data for 50,000 potential recipients in Bannu District, adhering to strict criteria.

2021 - 2022

Member Board of Directors | Water and Sanitation Services Company | Local Govt Department | Bannu

As a Member of the Board of Directors at Water and Sanitation Company Bannu during 2021-2022, my responsibilities encompassed policy formulation, budgeting, and policy supervision. Proficiently managed communication and coordination efforts, along with human resource oversight and procurement activities. Demonstrated expertise in capacity building, monitoring, and performance evaluation, contributing to the company's overall effectiveness.

March 2015 – December 2015

Viable Village Facilitator (VVF) | Khwendo Kor (Sister's Home) | Bannu, Khyber Pakhtunkhwa

During my tenure as a Viable Village Facilitator for the J.A. Clark FROK project with Khwendo Kor in Bannu, Khyber Pakhtunkhwa from March to December 2015, I played a pivotal role in community development. I conducted community sensitization, mobilization, and needs assessment sessions, fostering community engagement through surveys and awareness sessions. I diligently documented and reported project progress, while also advocating for sustainable solutions and resolving conflicts. I established critical linkages and networks, organized transit walks, and actively contributed to the project's overarching goals.

December 2014 – February 2015

Case Management Officer (BGV) | Khwendokor (Sister's Home) | Bannu, Khyber Pakhtunkhwa

As a Case Management Officer for Khwendokor (Sister's Home) under the UNOCHA project from 2014 to 2015, my role encompassed a range of critical responsibilities. These included client assessment, safety planning, crisis intervention, case planning, and referral coordination. I also provided essential legal support, meticulously documented cases, and engaged in advocacy efforts. My role involved training, capacity building, data collection, and reporting. Furthermore, I offered psychosocial support and conducted community outreach, contributing to the success of the project.

December 2013 – September 2014

Project Coordinator | Care Organization, Pakistan | Bannu, Khyber Pakhtunkhwa

As a Project Coordinator at CARE Organization, I led projects involving planning, hygiene kit distribution, team management, stakeholder engagement, and data analysis. My role also encompassed needs assessment, hygiene promotion, monitoring, risk management, and advocacy, while ensuring compliance, sustainability planning, and community engagement.

May 2011 – April 2012

Social Mobilizer | Care Organization, Pakistan | Bannu, Khyber Pakhtunkhwa

As a Social Mobilizer at CARE Organization in Bannu, Khyber Pakhtunkhwa (May 2011 - April 2012), I led community engagement, awareness campaigns, capacity building, and advocacy. I conducted needs assessments, facilitated resource mobilization, resolved conflicts, and promoted cultural and gender sensitivity. My role also included environmental awareness, networking, and community empowerment.

November 2006 – May 2007

Manager IT & Administration | EMPACT Activations, Pakistan | Karachi, Sindh

As a Manager of IT & Administration at Image Graphics Solution under EMPACT Activation Services in Karachi, Sindh (November 2006 - May 2007), I oversaw a diverse range of responsibilities. These included system management, IT strategy, administration policy, security and compliance, budget management, inventory control, vendor and stock management, and technical support. I also managed attendance, travel logistics, data, and records, and provided IT training while ensuring security measures were met.

November 2006 – May 2007

IT Lecturer and Network Administrator | Tracks Institute | Bannu, Khyber Pakhtunkhwa

As a Lecturer and Network Administrator at Tracks Institute (Bannu, Khyber Pakhtunkhwa) from August 2005 to August 2006, I conducted classroom instruction, mentored students, and managed practical lab assignments. My role included network administration tasks such as cabling, device installation, server management, security, troubleshooting, and data backup. I ensured compliance, documented processes, and managed budgets.

EDUCATION

2003 – 2005

Master of Computer Science, Minor in Management | Arid Agriculture University, Rawalpindi

- Computer Programming, Data Management,
- Developed Gasoline Plant Automation as the Final Project
- CGPA 3.78

1999 – 2003

Bachelor of Computer Science, Minor in Management | NWFP Agriculture University, Peshawar

- Computer Programming, Data Management, Organizational Management
- CGPA 3.2

SOFTWARE PROJECTS

- Process Control & Management System (MCS Project)
- School Automation System
- Stock Control System
- Pak Pinenuts Website

EXPERTISE

- Project Management
- Communication
- Digital Marketing
- Data Management

TRAINING ATTENDED

- Social Organization
- Informal Education Reforms
- Women Empowerment
- Human Psychology
- Record Keeping
- Proposal Writing
- Leadership
- Volunteerism
- Gender Sensitization

SEMINAR AND WORKSHOP

- Right to Services Act, Khyber Pakhtunkhwa
- Right to Information Act, Khyber Pakhtunkhwa
- Khyber Pakhtunkhwa Clean & Green Initiative
- Khyber Pakhtunkhwa LG Reforms & Act

PROFESSIONAL CERTIFICATION

- Freelancing (Ministry of IT)
- Digital Marketing (Ministry of IT)
- Investigative Journalism (Reuters)
- Project Management (in Process) – Google

CERTIFICATES AND AWARDS

- 2004 Linux End User Certificate from Pakistan Computer Bureau.
- 1995 Central Camp National Cadet Corps Training Certificate.
- 1994 Type Writing Course.
- 1991 Civil Defense Basic Knowledge Course.

REFERENCES

- **Shahab Ali Shah,**
Former Additional Chief Secretary,
Khyber Pakhtunkhwa
0331-8001452
Shahabalishah26ctp@gmail.com
- **Muhammad Zubair Khan Nlazi,**
Deputy Secretary UN Desk,
Economic Affairs Division, Civil Secretariat Islamabad
0301-8388835
Zubairkhaniaz411@gmail.com
- **Faisal Aziz,**
Managing Director,
Interactive Matters Karachi, Sindh
0345-8292629
faisal@interactionmatters.com
- **Muhammad Usman**
Chief Executive Officer,
Liaison Corporation Pvt (Ltd), Peshawar, Khyber Pakhtunkhwa
0334-9020705
usman@lc.com.pk