

# SHAHRUKH MUHAMMAD IDREES

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## EDUCATION

**Institute of Business Administration – IBA**  
**BBA – Marketing**

**Karachi, Pakistan**  
2013-2017

## EMPLOYMENT EXPERIENCE

**Chase - Chase Department Store**  
**Head of Marketing and Ecommerce**

**Karachi, Pakistan**  
Apr 2023 - Present

- Award recipient for “brand of the year award” for Chase in the category of retail store.
- Implementation of Contegris - Intellicon and Intellidesk (one step Omni Channel for social media and queries)
- Updated and improved the Web Shop (Shopify) information and features in the frontend and backend.
- Negotiated contracts and pricing with vendors based on valuable KPIs.
- Managing the marketing budget for Digital, CRM, Social, partnership & sponsorship to deliver pipeline goals.

**SHAFFER by Grace Fabrics - SHAFFER & Co.**  
**Head of Marketing**

**Karachi, Pakistan**  
Jun 2021-Apr 2023

- Award recipient for (BOYA) Emerging Brand of the year 2022 - SHAFFER (being the face of the brand)
- Led the team at Pantene Hum Bridal Couture Week (PHBCW) 2022 at Lahore – PC for the model ramp walk.
- Received award for BOYA 2021 – Brand of the year award in the category of Premium Unstitched Cotton Fabric.
- Brought Meezan Bank, Bank Al-Habib, and PayFast on board both on e-commerce and retail platforms.
- Corporate partnerships and brand alliances Unilever, Pharmatec, Ibex, Impetus System, AKD and IBA.

**Brand Manager**

Jan 2020- Jun 2021

- Planning and execution of all the fashion catalogs and shoots, together with handling PR connections.
- Corporate partnerships and brand alliances with Engro Corp, PIA, Gift Karte, Unilever, Ilyas Salon, & SZABIST.
- Corporate partnership with Essa Lab and Al Khidmat Foundation for blue-collar employees (workers)
- Developed an in-house CRM model at retail space and laid the groundwork for SHAFFER's loyalty program.

**Safeer by edenrobe – Ahmed Textiles**  
**Business Development and Growth Manager**

**Karachi, Pakistan**  
May 2018-Jan 2020

- Launched the brand, "Safeer by edenrobe" and extended the product line with a total of 7 new categories.
- Handled a marketing budget of 15 million in FY18-19; 20 million in FY19-20 (TGR: 150% - AGR: 218%).
- Identified key growth and retention levers in local market and implemented promotional activities (sales growth).

**SHAFFER by Grace Fabrics - SHAFFER & Co.**  
**Assistant Brand Manager Marketing**

**Karachi, Pakistan**  
Jun 2017-May 2018

- Launched a Student Discount program (SDP) collaborating with universities and high schools of Pakistan.

**Management Trainee (Brand Executive)**

Jan 2017- Jun 2017

- Played a pivotal role in the launching phase and collaborated in cross-functional projects in business development.

**ICI Pakistan Limited**

Business Intern - Life Sciences Business

**Karachi, Pakistan**

Jun 2016 - Jul 2016

## ACTIVITIES AND ACHIEVEMENTS

- A 36-Hours Soft skills curriculum designed by School of Leadership for IBA students  
Modules Attended: Ethics and professionalism – Presentation – Teamwork
- Launched two Fashion menswear brands in Pakistan (SHAFFER and Safeer by edenrobe)
- Introduction and implementation of G-Tec, FlowHCM, and Microsoft 365 Business at SHAFFER
- **Khaadi** - ELP project: Market research and feasibility study.
- **AIESEC** in IBA, Team Lead:Served at KYS and developed financial feasibility for the local committee of AIESEC
- **X-Culture** – Polaris: International Business project (with team members from USA, China & France)

## PROJECTS

- **Jazz** (Brand Ambassador) - Acted as the embodiment of the company's corporate identity.
- **Philip Morris International** (Brand Ambassador)- Helped raised brand awareness and increase sales.
- **Saeed Ghani** – Product Research – Business Research Methods
- **RedBull** – Marketing Projects – Helped the team with Karachi on ground activities.

## ADDITIONAL INTERESTS AND SKILLS

Adobe Premiere | Photoshop | Data Analysis | Microsoft Office | German Language | Shopify | Script Writing - Story Telling | Campaigns Development | Digital Marketing