



# MUDASSAR YASIN

## PUBLIC RELATIONS AND COMMERCIAL MANAGER FOR UK

### Key Achievements

- Personally facilitated a collaboration of 2 companies to form a JV partnership, allowing the newly formed company to become the only specialised manufacturer of hydrogels in Europe.
- Demonstrated the ability of going „the extra mile“ to conduct research and interview organisations based in the USA on the topic of Foreign Direct Investment under the supervision of the Illinois Office of Trade & Investment in order to assist with 2 university business modules (Global Business Environment and Ethics in Business and Society). Achieved the highest marks (81% and 75%) and received extensive praise from the module leader.
- Participated in several culture exchange programmes which provided me with the opportunity to travel in Europe, Middle East, and North America to augment and apply my studies in international business to a real life cultural context.
- Clearly displayed the ability to work in multi-cultural teams and deal across cultural barriers through working at a special school in Kashmir.

An enthusiastic and pragmatic professional with experience in Public Relations, Communications, Marketing, Business Development within the Public Sector, Medical Devices and FMCGs sectors.

## EXPERIENCE

### **Hump Group** **Director of Public Relations and Business Development |** **nov 15 - ongoing**

*A community focussed business which raises the awareness of the Nomadic culture with the objective to connect global communities. Hump Group specialises in camel milk products, dates and coffee beans.*

- Created the UK camel milk market as a natural dairy alternative and export products to several countries
- Identified and recognised as the only company in the UK that is considered to be a “significant and major player” in the global camel milk market which is valued at approximately \$11bn. (Published in Raziq Biodiversity, March 2023)
- First company in the UK/Europe to introduce and commercially sell camel milk “karak” tea and camel milk Kashmiri tea
- Featured in local, national and international media and also in an award winning book which was published in the Aramco World Magazine; a publication of Saudi Aramco; the world’s largest oil company.
- Engage with a variety of stakeholders on a regular basis to build and maintain the company’s reputation with a strong focus on Corporate Social Responsibility which includes supporting the community.

### **Hydrogel Healthcare Ltd** **International Partnerships Manager | nov 12 - nov 15** **Global Strategy & Business Development Manager | dic 15**

- Responsible for researching and developing business opportunities that are consistent with Hydrogel Healthcare’s strategy within the adhesive hydrogels market.
- Attend/research trade shows to develop business and deliver presentations to potential clients.
- Other duties include diary management, processing invoices, organising travel arrangements and researching market trends.

## Language

- English (Native)
- Arabic (Professional Working Proficiency)

## Educational Travel

### June 2010 – July 2010:

I travelled to Paris, France to expand my knowledge of the French language. I further extended my travels to the South of Spain to participate in voluntary work at an olive farm which led me to gaining an interest in the Spanish language.

### 2004 - 2010

I travelled to the Middle East on multiple occasions in order to learn the business culture and customs by fully immersing myself with local traditions. I learnt Arabic as a foreign language and I am now proficient at conversational level. I also travelled to the USA frequently as part of my university studies which developed a fervour for the USA.

## Additional Information

### Computer Skills

expert proficiency level in working with Microsoft Word, PowerPoint, Access and Excel, Publisher, Adobe Reader & Outlook Express.

### Interests

- Visiting member of the International Students Society and Language Resource Centre, University of Bradford.
- Keen interest in culture, community and in luxury which has led me to becoming a selected recipient of the bi-monthly Harrods and Aramco World magazines.

### Office of the Public Guardian (Ministry of Justice) Caseworker and Administrative Support | mar 13 - aug 14

- Managed caseload and dealt with customer enquires relating to LPAs (Lasting Power of Attorneys).
- Actively attended and contributed to team meetings which led me to becoming a senior member of the team and was nominated to become a 'Business Skills Coach'.
- Collated, analysed, formatted data and necessary information to process LPAs. Worked in an organised manner to maintain service delivery levels and working towards agreed KPIs.

### Kashmir Institute of Special Education (A Project of Ansari Welfare Trust UK) Client Relations Coordinator (Working from 2 sites; UK and Kashmir) | aug 11 - jun 12

- Employed through a UK based registered charity at a special school that provides free education for hearing impaired and disabled children.
- Responsible for activities including marketing (including managing social media such as Facebook), relationship building with NGO's and fundraising.
- Learnt how to work in a different cultural environment and also improved my relationship building skills.

### Birmingham Community Healthcare Trust Campaign Associate | dec 10 - may 11

- Worked in a team of 3 on the Birmingham Smoke Free Cessation Programme through the „Call to Quit“ in-house database. Made outgoing calls of 100 per day supporting the direct marketing campaign by talking, listening, advising and informing clients on resources available for their wish to stop smoking.
- Further enhanced my communication, advisory, customer service and team working skills.

## EDUCATION

### UNIVERSITY OF BRADFORD | 04-10

- BSc (Hons) Business & Management Studies (Majoring in International Business & Management with a focus on Emerging Economies and Foreign Direct Investment)

### HANDSWORTH GRAMMAR SCHOOL & SIXTH | 02 - 04

- A-Levels in Business Studies, Computing and Religious Studies

### WASHWOOD HEATH SCHOOL & TECHNOLOGY COLLEGE | 1997-2002

- 11 GCSEs including Double Science, English and Maths