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## Education

### University of Management and Technology

*Bachelor of Social Science: Major: Media and Communications*

Graduated: Dec 2015

**GPA:** 3.17

**Technical Skills:** A good understanding of Adobe Premiere, Adobe Photoshop and Microsoft Office Suite

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## Work Experience

### Client Success Manager *DatumSquare IT Services*

May 2021 – Present

- Conduct outbound customer calls and use Salesforce.com to document all customer activity.
- Worked on invoicing and sharing with the clients.
- Work with the team to develop, track, and respond to the client.
- Resolve customer inquiries by aligning customers with the right resources.
- Read through emails and sifted information for the clients for their business model.
- Develop Customer Success assets and making sure there is open communication between client and developer.

### Virtual Assistant *Upwork*

June 2017- Present

- Worked as a Virtual Assistant at Upwork for more than 3 years where I worked with different clients on different projects.
- Worked as a Social Media Handler of an online clothing store, responsible for uploading new content, researching new influencers, correspond with them and ship them the product.
- Worked on Shopify to create coupon codes for the influencers.
- Managed Google calendars for a client.
- Read through emails and sifted information for the clients for their business model.

### Content Creator *Manager*

December 2020- Present

- Responsible for in-studio content creation for paid clients, including video and screen recordings followed by editing performed on Adobe Premiere to deliver finished product
- Directly involved in planning and negotiations with the client to bring project to completion
- Successfully developed content across a wide variety of subject areas ranging from academic course content for on line education to producing guides for Microsoft products, social media marketing and SEO

### Entrepreneur *Jewelry Business*

May 2020- Present

- Effectively managing an e-commerce jewelry store
- Conduct live video session for product promotions and marketing using platforms like Instagram and Facebook
- Create ads and find potential influencers for promotional packages
- Use product-only photography and editing tools to create item listings
- Supervise customer orders and delivery process

### Paak Grammar School *Advisor*

December 2017- Present

- Designing and researching different teaching methodologies.
- Adept at administrative tasks.
- Supervise the teachers and academics of students

- Assist and monitor different grades and the teaching strategies of teachers.
- Act as a counselor for the students and assist them in any way possible.
- Design and execute entrepreneur workshop with the students.

**Nishat Chunian** *Assistant Marketing Manager*

April 2015- May 2016

- Handled Sales contract of cotton import from different countries including India (both land and port) USA, Singapore, Egypt.
- Tracked the whole process of cotton sale from contract signing till physical delivery at POD.
- Looked after the logistics aspects of cotton import and liaison with international suppliers and local buyers.
- Reverse Logistics: Settled after shipment claims raised by the buyer including short quantity, poor quality, price difference and demurrage/detention claims.
- Followed up for the payment and the delivery of original documents to the buyer.

**TABA Foundation** *Marketing Lead*

August 2014-September 2016

- Designed Training Curriculums for the primary level teachers.
- Conducted Training Sessions for the Capacity Building of these teachers.
- Organized events to interact and gather funds for the underprivileged educational institutes.

**TABA Youth Force** *Campus President*

June 2015-May 2016

- Organized sessions and seminars on social issues, psychology and for the IT students.
- Raised funds for the IDPs
- Conducted Career Counseling Sessions for Medical and Engineering Students

**Akhuwat** *Summer intern*

August 2014

- Participated in various brain storming activities with the founders of different non-profit organizations (Rabbtt).
- Helped raise awareness for the Transgender Community.
- Organized an Interfaith Harmony Carnival for the minorities in Yohanabad.
- Looked after the logistics and the decoration of the carnival.

**Royal News** *Intern as an Assistant Producer*

May-June 2013

- Looked after and helped produced day to day local news.
- Covered the Election Campaign of 2013 Elections.

## Key Skills

- Critical thinker with strong analytical skills
- Disciplined and punctual to tasks with fine attention to detail
- Effective communicator with the ability to address cohesively to a large audience
- Assertive leader and effective delegator with the ability to work under time pressure

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## Extra-Curricular

Interests include travelling, reading, writing, social service and outdoor activities like hiking, rafting.

