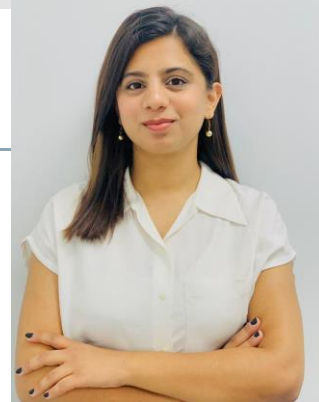


# TAMSIL MUNIR

## PROFESSIONAL SUMMARY

Digital Marketing Manager with 6+ years of experience in marketing, advertising, promotions, public relations, campaigning and communication & networking. Result-driven ability to lead data-driven marketing campaigns that drive measurable growth and increase ROI. Expert in executing cross-channel strategies, including SEO, SEM, PPC, and social media management, to optimize customer engagement and brand visibility. Adept at leveraging advanced analytics to inform decision-making and improve campaign performance. Strong background in content creation, digital advertising, and public relations, with a commitment to delivering high-quality, innovative solutions that align with business goals. Recognized for excellent leadership, project management, presentation, communication, trouble shooting and client relationship management skills.



## CONTACT

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**LinkedIn:** [Linkedin-TamsilMunir](#)

## WORK HISTORY

### Digital Marketing Manager, 08/2023 to Current CAD Gulf - Dubai, UAE

- Implemented 360° marketing campaigns.
- Generated 250-300 qualified leads for a team of 28 sales reps.
- Generated ideas and concepts for paid ad content, monitoring spending against performance for continued profit improvements.
- Identified trends and insights to optimize digital marketing spending and increase ROI.
- Grew online social media presence with a comprehensive content plan and online content strategy.
- Developed marketing plans to support department strategies.
- Enhanced lead generation strategy across website and LinkedIn with targeted research and customer segmentation.
- Increased Return on Ad Spend (ROAS) through strategic planning.
- Evaluated Google Ads campaigns against ROI and KPI targets and identified opportunities for further growth and improvement.

### Marketing and Sales Executive, 08/2022 to 07/2023 Sarsan Aviation Academy - Dubai, UAE

- Achieved monthly sales and performance KPIs for improved team success.
- Executed marketing and sales strategies to generate and convert qualified leads.
- Represented the company in executive panels, seminars, winning same day 5% registration rate.
- Generated leads and identified local marketing opportunities, networking and participating in trade fairs, conferences and exhibitions.
- Worked with cross functional team to develop and implement targeted sales strategies.
- Nurtured professional relationships with existing clients to increase satisfaction and sales.
- Created social media content to promote brand awareness and increase audience engagement.
- Monitored and reported on competitor activity, analyzing products, performance and sales.
- Ideated online and offline campaigns to generate leads and convert to customers.

## LANGUAGES

English

Arabic

French

Urdu

Hindi

## SKILLS

- Creative content creation
- Website Management (SEO/SEM/SMM/copywriting)
- Social Media Management (YouTube, Facebook, Instagram, TikTok, WhatsApp)
- Adobe Premiere Pro
- Adobe Audition
- Adobe Lightroom
- MS Office
- Canva
- CapCut
- Mailchimp
- Google Ads
- Meta Ads
- LinkedIn Ads & Sales Navigator
- Semrush
- Trello
- Tidio
- WordPress
- Figma

**Media and Communication Coordinator, 01/2019 to 07/2022**  
**PODA Pakistan - Islamabad, Pakistan**

- Engaged different digital communities to promote organization and identified new audiences for outreach.
- Coordinated with News agencies, media channels, and newspapers for events, campaigns, press conferences, and media reports.
- Developed magazine radio programs on women's rights, women's success stories, and women's participation in the electoral process.
- Developing IEC material for information distribution, advocacy and community sensitization
- Mediated projects, planning, and implementation across multiple teams.
- On-boarded teams of interns and volunteers, equally from universities and rural areas for the Annual Rural Women Conference
- Coordinated and moderated events and meetings with donors and other marketing agencies.
- Organizing and managing Annual Rural Women Conference and events.
- Composed press releases, media packs and annual report.
- Established relationship with media, organized press conferences and worked closely with news teams.

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## INTERSHIPS

### TV News Presentation and journalism

99 News Network- Pakistan

### Media handling and content organization.

Pak Mission Society - Pakistan

### Production and presentation broadcast media

HUM TV- Pakistan

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## EDUCATION

### Bachelor of Science, Media Studies

**Bahria University** - Pakistan

### Diploma, Strategic Management and Leadership

**University of Gloucestershire** - United Kingdom

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## REFERENCE

### Mythili G – Marketing Manager

**CAD Gulf** – Dubai, UAE

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### Ayesh Shanah – Managing Director

**Sarsan Aviation Academy** – Dubai, UAE

[ayesh@sarsanaviation.com](mailto:ayesh@sarsanaviation.com)

+971 58 840 8824

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## CERTIFICATIONS AND LICENSES

- Online Journalism by Reuters, 2023
  - News Presenter/Castor Training by 99 NEWS, Dubai 2023
  - Fundamentals of Digital Marketing by Google Garage, 2022
  - 8th Participatory Training Course on Peace and Tolerance by Centre for Human Rights Educations, 2022
  - Proposal Writing by Raabtakar, 2021
  - Digital Security and Rights Workshop by Digital Rights Foundation 2018
  - Radio Training and Internship Program with PODA-Pakistan, 2018- 2019
  - Perspective: Issues and Challenges by HEC and OFXAM, 2016
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## MEDIA PROJECTS

- Unpopular Opinion, Spottily Podcast Channel, 2023
  - Let's Talk", PODA-Pakistan's radio magazine program series - 2022 Research.
  - Bachelor's Thesis "Coverage on Christian Minority - 2021
  - Issues in Pakistani Broadcast and Print Media"- 2021.
  - 'Wajood-e-Zan', book of success stories of women of Pakistan - 2021.
  - YouTube Channel for highlighting social taboos, human rights and environmental protection and conservation.
  - Blogger at WordPress. Talk about the "Unpopular Opinion" of the society. Pakistan: In her own words, in light of the devastating earthquake in 2005.
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