

EDUCATION:

University of Wollongong
Bachelor of Commerce: International Business

GPA: 3.5 (equivalent to **Australian Distinction**)
Class of 2024

PROFESSIONAL SUMMARY:

Motivated and results-driven Bachelor of International Business graduate with a distinction in academic performance. Demonstrating extensive practical experience in marketing, procurement, and logistics. Proven ability to plan and execute multi-channel marketing campaigns, manage social media platforms, and streamline procurement processes in fast-paced environments. Adept at conducting market research, creating proposals, and coordinating with cross-functional teams to meet company objectives. A results-driven professional with a passion for efficiency, innovation, and contributing to organizational success.

WORK EXPERIENCE:

Marketing Specialist | Ithmar Media

Jan 2024 - Present

- Developed the company profile and SEO-optimized content for the website and social media platforms, improving brand visibility and engagement.
- Managed social media platforms using Hootsuite, increasing engagement by 65% and streamlining content delivery.
- Implemented a strategic content calendar that streamlined scheduling and team collaboration through tools like Asana and Monday.com, which facilitated better communication and timely content delivery.
- Created tailored proposals and presentations, resulting in the acquisition of new clients and expanding business opportunities.
- Secured 10 new client leads within 6 months, contributing to a 20% growth in overall business revenue for Ithmar Media.

Procurement & Logistics Intern | Emirates Airlines

Jan 2024 - Apr 2024

- Created tenders and RFQs via Oracle for multiple purchase orders, ensuring accuracy and timely posting to Jaggaer.
- Collaborated with business units and potential suppliers to gather price quotations, streamlining procurement communication and reducing supplier response time by 15%.
- Facilitated the timely procurement of high-value, large-scale orders, meeting critical business unit requirements and maintaining operational efficiency.
- Coordinated detailed product requirements, attachments, and supplier instructions, resulting in more cost-effective procurement.

Marketing Coordinator Intern | Abu Dhabi National Oil Company (ADNOC)

Jun 2023 - Dec 2023

- Assisted in planning and executing multi-channel marketing campaigns, contributing to a 10% increase in social media engagement and follower growth.
- Managed social media accounts and created engaging content aligned with corporate branding, leading to an 40% rise in brand visibility.
- Conducted market research and competitor analysis to provide insights that informed campaign strategies, identifying new target audiences.
- Coordinated two major promotional events, receiving positive feedback for effective execution and organization.

MISCELLANEOUS:

- Tools:** MS Office (MS PowerPoint, MS Word, MS Excel), Oracle, Jaggaer, Google Analytics, Hootsuite, SEMrush, Buffer, Asana
- Technical Skills:** Presentations, Research, Competitor Analysis, Portfolio, Company Profiles, Content Creation
- Languages:** English (Fluent), Urdu (Fluent), Sindhi (Fluent)