



# LARAIB SALEEM

360 marketing specialist | growth hacker |  
social media & communication specialist | social commerce & web content strategist



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[laraibsaleem86](#)

## PROFILE

- Experienced Marketing Specialist with over 12 years of experience in E-Commerce, Automobile, FMCG, Banks, Real Estate & Media.
- Resourceful professional bringing the right exposure and strengths to achieve the corporate objectives of the company.
- Excellent reputation for resolving problems and improving customer satisfaction.
- Enthusiastic to contribute to team success through hard work, attention to detail and excellent organizational skills.
- Organized and dependable at managing multiple priorities with a positive attitude.
- Proficiency in utilizing interpersonal skills, time management, problem-solving skills and strong communication skills to accomplishment in win-win phenomena

## PROFESSIONAL SKILLS

- Marketing Specialist (Social Media and Online/Web Content)
- 360 and Digital Marketing Planner
- Business Development
- Search Engine Optimization (SEO)
- Planning and Coordination
- Product Marketing
- Lead Generation
- Brand Management
- Market Research
- Google Analytics
- Front-End WP Developer
- MS Office Suit and Adobe Photo-shop

## WORK EXPERIENCE

### [Bazaarghar.Com | Head Of Marketing](#)

October 2020 to PRESENT

#### **Achievements**

- Managed to bring **70K+** app downloads, **250K+** Facebook Likes & **3000+** orders within first 06 months of beta launch in co-ordination with the Marketing Team
- Managed to provide **15,000+** leads/ month to call center in coordination with PPC team with a conversion ratio of 30% qualified leads per month

#### **Job Responsibilities**

- Managed activation team to generate offline leads & app downloads via direct marketing activities
- Manage comprehensive marketing campaigns' planning, execution and monitoring (ATL, BTL, Online)
- Oversee monitoring and reporting of effectiveness of marketing initiatives, activities, and communications
- Manage post campaign / activity research to derive recommendations from results & key learning.
- Oversee marketing team's publication in line with marketing plans, ensured effectiveness of marketing initiatives, activities, and communications are aligned with business objectives
- Development and execution of social media strategy and Identifying of content pillars in line with brand objectives
- Overseeing of monthly content calendars development, ad hoc posts, and all content creation for all platforms
- Coach and Develop marketing and branding plans, conduct market intelligence including brand, market, and competitive analysis
- Conduct market intelligence including brand, market, and competitive analysis
- Plan and implemented Marketing Plans, strategies and budgeting for marketing department.
- Ensure effective PR campaigns for creating Brand Awareness via Morning Shows/ Talk Shows on different TV Channels, and partnering with various digital media outlets and news portals for press release.
- Engaged with influencers to produce fascinating content as part of the Social Selling Platform

### [Ilaan.com | Head of PR & Communications](#)

November 2019 to December 2020

#### **Achievements**

- Organized **DVC shoot** for the brand and worked on building communication for the Digital & Traditional mediums
- Lead the Marketing Team in participating as a sponsor in '**LIFT Pakistan 2019**', **Startup & Entrepreneurial Expo**, 03 days event held in Lahore & Islamabad'

#### **Job Responsibilities**

- Communicated with multiple stakeholders managing PR & communications for the emerging brand
- Managed marketing campaigns and events, press releases, media coverage nationwide and communicated with digital outlets and bloggers community for executing digital PR campaigns for the brand
- Worked on B2B, B2C, B2G PR and communication strategy for the brand
- Worked as Head of Project, leading the team in participating as sponsor in '15th Build Asia, Int'l Building Material and Construction Machinery Show'
- Initiated Engaging Celebrity based Webisodes 'Rehayish Marzi Ki' for the Real Estate

## PROJECTS

### THE EXPRESS TRIBUNE

- [MAAN JAO NA](#)
- [SHAYYAD](#)

### PERSONAL BLOG

- [ANUPTOWNLADY](#)

### EXPLAINER VIDEOS

- [GO LIVE](#)
- [DVC BAZAARGHAR](#)

## AWARDS / HONORS

- **Appreciation Award for Participating in Panel Discussion (Challenges & Opportunities in Digital Marketing)**  
SZABIST – Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology Pakistan.
- **Certificate for Organizing Pakistan Digi Awards 2017**  
Federation of Pakistan Chamber of Commerce & Industry & Brande - Ad Agency
- **Best Performance Award as Web Content Specialist**  
SBT Japan Global Car Exporter
- **Invited as Guest Speaker at PTV News to discuss on Digital Landscape, Blogging & Influencer Marketing in Pakistan**  
PTV - Pakistan Television Network
- **Invited as Guest Speaker at Digital Marketing Summit 2.0**  
Benazir Bhutto University, Lyari Pakistan

## Industry

### [Geo.tv | DIGITAL MEDIA MANAGER](#)

*October 2017 to September 2019*

#### Achievements

- Managed to bring **300,000+** incremental likes organically by revising the Social Media content strategy within 08 months of joining
- Managed to bring an incremental **1 Million** organic subscribers within 06 months on YouTube channel by optimizing the channel and revising the content strategy
- Managed entire Digital Communication for **Live Ramzan Transmission** 'Ittehad Ramzan in 2018' & 'Ehsaas Ramzan in 2019' with an on-site team working in Sehri & Iftar
- Successfully managed to trend **Ehsaas Ramzan** as one of the **top trends on Twitter** 3 times during the month of Ramadan

#### Job Responsibilities

- Coordinated with **actors/producers/directors** for covering BTS & Live Chat session for Social Media profiles
- Communicated with multiple stakeholders managing digital assets of Geo TV, Geo Films & Geo Kahani including Social Media Profiles, Websites and YouTube Channel
- Performed crises management for the brand by positioning it as female focused entertainment channel of Pakistan
- Managed an in-house 12 members digital team for the channel
- Communicating with digital outlets & blogger community for executing Digital PR campaigns for the channel
- Executed Google Display Ad Campaign for Geo TV in liaison with the agency on board
- Assisted Head of Department in making Brand Communication & Digital Media Strategy

### [Symmetry Digital | Assistant Manager Digital](#)

*July 2015 to July 2017*

Zong | Rafhan | Blue Band | Supreme | Lipton | Knorr

#### Achievements

- Lead the Digital Media **brand re-launch** campaign for **Zong Telecom**
- Managed activation for **Rafhan Custard Brand** in **Karachi Eat Food Festival**, lead the custard cooking activity and Rafhan photo-booth managed to get **4500+ shout outs and photos** for the brand in 3-days activity
- Managed to bring **1 M + visitors/month** on Zong's website also generated **30,000+ leads/month** for the Internet device and Mobile Recharge services

#### Job Responsibilities

- Managed a team of 04 Digital Media Executives
- Managed Social Media profiles & digital assets for Zong & Unilever in co- ordination with the brand teams & creative & development teams
- Plan, execute and monitor paid campaigns with PPC teams
- Worked on Creative Ideas & Brand Communication strategies for Zong & Unilever in co- ordination with the Brand Teams
- Closely monitor performances and prepared Social Media, Google Analytics and Social Listening Reports for the Brands

### [Sbtjapan.com | WEB CONTENT SPECIALIST](#)

*November 2011 to June 2015*

#### Achievements

- Supported the in-bound marketing team by lead generation via paid and organic marketing activities, managed to generate **50,000+** leads/month via different channels
- Initiated Social Media Contest 'Brand SBT Your Way' to collect User Generated Content & received **100+** videos from customers & fans around the globe.
- Managed Social Media Profiles for the Brand starting from scratch and getting 1 Million Likes in the first year
- Managed 04 active blogs on automobile with a daily content target of **5000 words** per day

#### Job Responsibilities

- Managed a team of 05 SEO & Web Content Executives
- Worked on creative ideas, ad copies for Google & Facebook and content for direct marketing campaigns
- Executed Organic and Paid Campaigns for the Brand in co - ordination with Social Media & PPC executives to generate leads for in-bound marketing team.
- Prepared Quarterly & yearly Marketing Strategies for the Brand

- Worked on creative concepts & ideas for the Digital Campaigns
- Managed PR & Ad Placements on Global News/Automobile websites
- Managed Team Building Activities, Training, Away Day, Public Speaking session for the staff in co-ordination with administration and finance departments

## CONSULTANCY / PROJECTS

### MEDIAIDEE | Group Account Manager

August 2016 to September 2017

Bank Alfalah | The Motorcity Karachi | Premier Group | Ibex Global

- Managed website revamp project for Bank Alfalah
- Managed complete brand communication for The Motorcity Karachi (Logo Insignia, Brand Manual, Creative Campaign, Digital Campaign, Brochures, Pamphlets etc.)
- Managed corporate events for The Premier Group
- Managed corporate events for Ibex Global

### SZABIST | Adjunct Faculty

September 2018 to September 2020

- Trained students of MBA/BBA for Digital Marketing
- Prepared Digital Marketing Course Outline & training material to be followed for the entire semester
- Organized Panel Discussion on Opportunities & Challenges in Digital Marketing in co-ordination with the management
- Contributed in the University Newsletter & Conducted course final project presentations on Integrated Digital Marketing Strategy
- Trained the students to gain an insight on the Digital Landscape of Pakistan and attain hands-on experience to prepare them for the job market
- Given the exposure of how Digital Marketing Strategies are prepared for brands

### Lakson Business Solution | Associate Business Analyst

November 2010 to October 2011

- Worked on various IT projects collecting requirements from the client and performing business analysis.
- Prepared Technical Documentation, Business Requirement Document, Project Scope Documents & User Manual

### EVISION | Business Analyst

January 2010 to October 2010

- Worked on WebErp, implemented inventory module.
- Prepared Technical Documentation, Business Requirement Document, Project Scope Documents & User Manual for a US based Computer Hardware & Technology Client

## EDUCATION

- **Masters in Business Administration in Marketing**  
Completed in 2018 from PAF KIET University Pakistan
- **Masters in Computer Science**  
Completed in 2010 from UBIT, University Of Karachi, Pakistan
- **Bachelors in Statistics**  
Completed in 2008 from University Of Karachi, Pakistan

## TRAININGS AND CERTIFICATIONS

- **Certificate on Completing Rahbar Mentorship Program**  
The Citizen Foundation Karachi, Pakistan
- **Certificate Course in Object Oriented Programming – C#**  
Aptech Computer Education Karachi Pakistan
- **Google Ads Certificate**  
Qualified Google Adwords Fundamental Program (Online Exam)
- **She Means Business Online Course**  
Facebook Certificate Program on Social Selling
- **Pakistan Digital Awards (PDA)**  
Recognition certificate on managing the awards event