

Hassan Tariq

 Hassan Tariq |  Hassan Tariq |  lhassantariq98@gmail.com |  +92 311 5495345

SUMMARY

Marketing enthusiast with a plethora of mass media experience and skills.

WORK EXPERIENCE

Digital Advisor, UBL Bank

Jan 2023 - July 2023

- Digital Strategy, developed and executed digital strategies that increased online engagement.
- Management Support, assisted senior management in decision-making by providing timely digital insights and analytics.
- Payment Solution, implemented innovative payment solutions that enhanced transaction efficiency and customer satisfaction.
- Data Management, managed extensive datasets to optimize marketing efforts, increasing targeted outcomes.

Marketing Assistant, Sadiqeen Group

April 2022 - Dec 2022

- Spearheaded dynamic advertising campaigns for ongoing projects, significantly increasing project visibility and engagement
- Managed and optimized multiple digital platforms, achieving an increase in user interaction and content reach.
- Developed and curated high-impact content across traditional and digital media channels, enhancing brand narrative and audience connection.
- Maintaining the digital presence of the bar code and products.
- Optimizing marketing schemes to enhance sales.

SKILLS

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|--------------------|------------------------|----------------------------|
| • Keyword Research | • Graphic Info Design | • On-Page SEO |
| • Link Building | • Adobe Creative Suite | • Editing and Proofreading |
| • Content Writing | • Social Media Savvy | |

EDUCATION

2018 - 2022 Bachelor's in Media Studies **Bahria University Islamabad.**

2015 - 2017 Intermediate in Computer Science, Army Public School and College, Hamza Camp, Rawalpindi.

2013 - 2015 Matriculation: Army Public School and College, Hamza Camp, Rawalpindi

HOBBIES AND INTERESTS

- Photography
- Videography
- Advertising